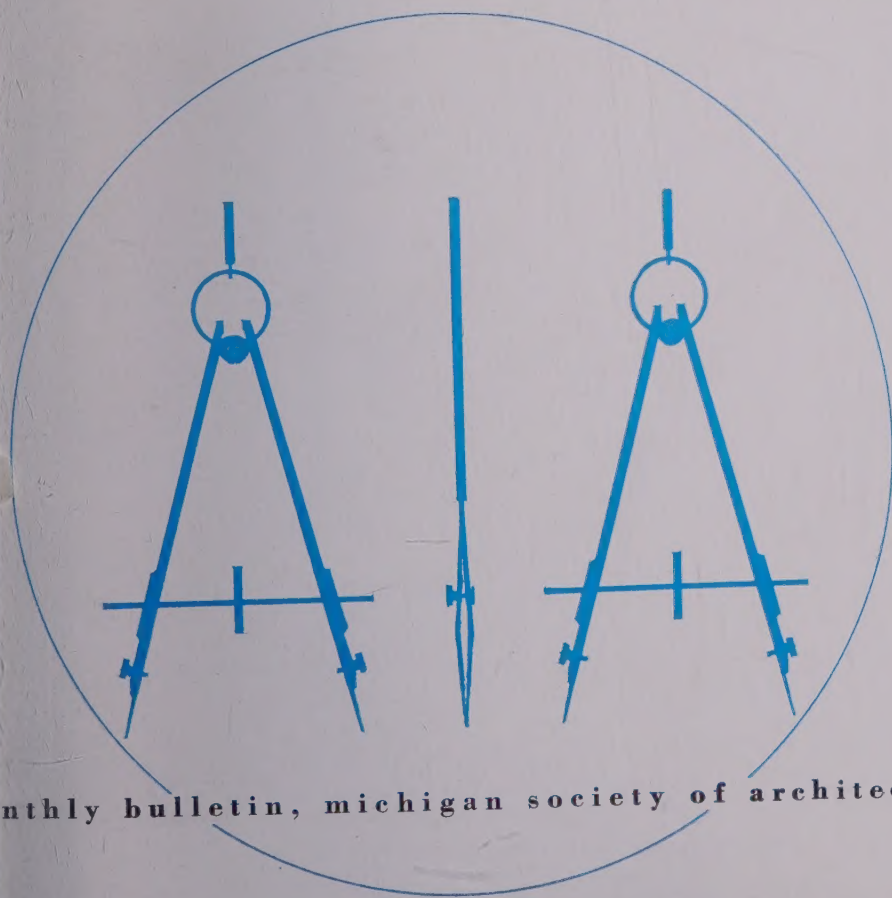
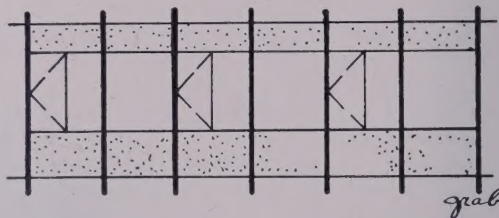
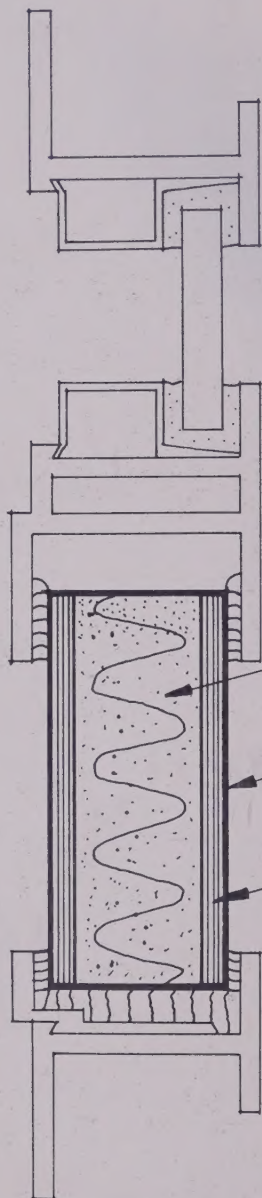




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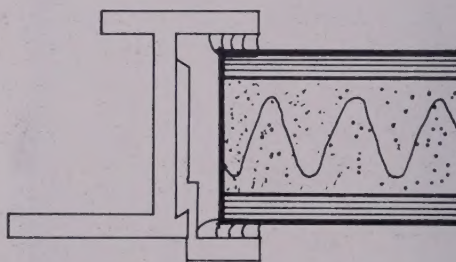
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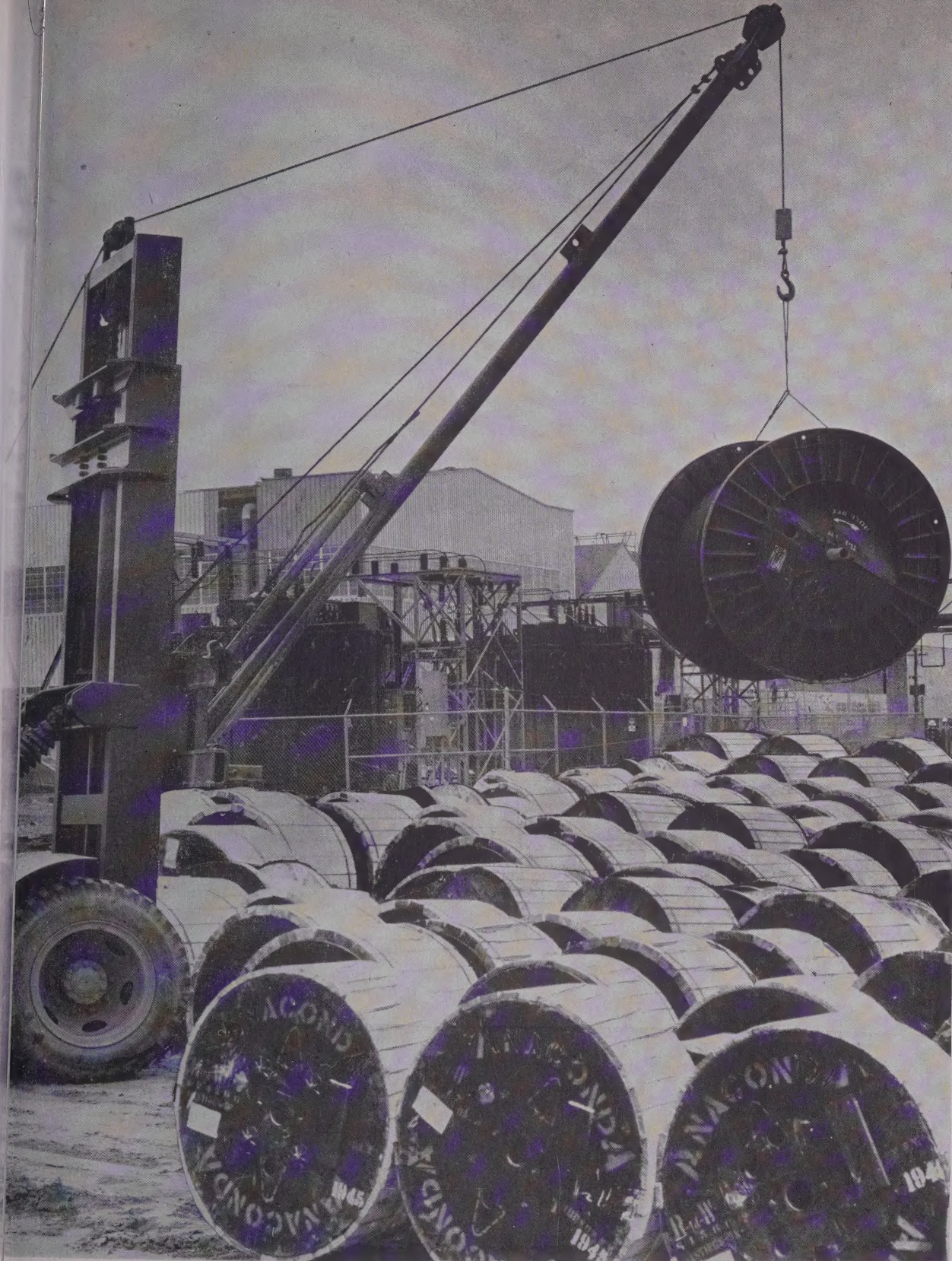
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Letters

Herewith is my subscription, and I shall enjoy it as I received my initial registration as an architect by examination at the University of Michigan in 1918. I also worked in various Detroit architects' offices—such as Albert Kahn; Smith, Hinchman & Grylls and others—and I look back with great pleasure to the association with the architects there at that time. I was particularly happy that Clair Ditchy was elected to the Presidency of The American Institute of Architects, and I have followed his career with a great deal of interest. If you remember any others there who were my acquaintances at the time I

should like you to convey to them my best regards.

With best wishes to you and other officers of the Society and Detroit Chapter.—**COULTON SKINNER, A.I.A.**, 245 S. E. 1st St., Miami, Fla.

BULLETIN:

We have been quite impressed with the Monthly Bulletin's publishing two of our editorials rather critical of architects. There aren't many trade publications that would do that. Most would consider it a discredit. We salute you, sir.—**W. A. MYERS, Editor, The Lapeer County Press.**

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Coming Issues

APRIL—Arthur O. A. Schmidt

MAY—James B. Morison

JUNE—Annual M. S. A. Roster (Alphabetical) & Saginaw Valley Chapter, A.I.A.

JULY—O'Dell, Hewlett & Luckenbach

AUGUST—14th Annual Mackinac Mid-summer Conference

SEPTEMBER—Earl G. Meyer

OCTOBER—Detroit Chapter A.I.A.

NOVEMBER—Theodore Rogvov

DECEMBER—Annual M. S. A. Roster (Geographical) & Western Michigan Chapter, A.I.A.

JANUARY, 1958—Smith, Tarapata & MacMahon.

FEBRUARY—Swanson & Associates.

MARCH—44th Annual M.S.A. Convention

Monthly Bulletin, Michigan Society of Architects, Volume 31, No. 3

MONTHLY BULLETIN

Michigan Society of Architects

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Official Publication of the Michigan Society of Architects: James B. Morison, President; Frederick E. Wigen, 1st Vice President; Charles A. OBryon, 2nd Vice President; Peter Vander Laan, 3rd Vice President; Ernest J. Dellar, Secretary; George B. Savage, Treasurer. Directors: Willard E. Fraser, Herman J. Klein, Adrian N. Langius, Joseph W. Leinweber, Amedeo Leone, Elmer J. Manson, Earl G. Meyer, Walter B. Sanders, Frederick J. Schoettley, George W. Sprau, Talmage C. Hughes, Exec. Secty.; H. Robert Kates, Exec. Director.

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M.S.A. 43rd Annual Convention—Hotel Statler, Detroit, March 13-15, 1957—Paul B. Brown, William P. Lindhout.

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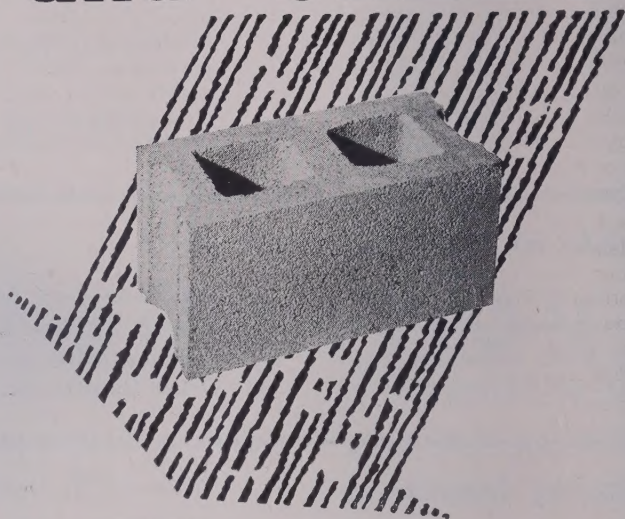
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Letters

To President Diehl,
Detroit Chapter, A.I.A.:

It is with deep admiration that we note that the American Institute of Architects is about to observe its first century of service.

No other profession has been so gifted with the opportunity to interpret and portray graphically the spirit and progress of America in these last one hundred years.

The horizons about us testify to the excellence with which you have achieved your aims—to the growing beauty, comfort and convenience we enjoy today as a result of the skill and dedication of the men of your profession. America owes you a great deal.

And so on this joyous occasion of your one-hundredth anniversary, the Board of Directors of the Detroit Bar Association instructs me to compliment you on your magnificent achievements and to wish you and your fellow architects continuing happiness and accomplishment in your great endeavors.—LOUIS F. DAHLING, President, Detroit Bar Association.

BULLETIN:

We have received the first issue of June "Michigan Society of Architects" which you kindly sent us following our request of 2/6/56 and tender you our most grateful thanks.

We hope this courtesy of yours will extend into the future, so as to enable us to put complete collections at the disposal of students and scholars.

We are in the meantime sending you separately the two volumes "Decima Triennale" and "La Sedia Italiana nei Secoli" and intend sending you in future all forthcoming publications edited by our "Centro Studi."

We take this opportunity of asking you kindly to advise whether it is possible to obtain the January-May issues to complete this year's volume and have it bound at the end of the year.

Thanking you once more, we are yours very truly — CENTRO STUDI, Triennale di Milano, International Exposition of Decorative Art and Modern Industrial Architecture, Palazzo del 'Arte Al Parco, Milan, Italy

BULLETIN:

George Pettingill sent me your letter about the stamp and I am sure that he will do everything possible to get copies to you if they are available. Best wishes to Detroit for its part in the Centennial Celebration. It is one of the most comprehensive programs I have received and should do a great deal for the Institute in your vicinity.—ALEXANDER C. ROBINSON, 111, F.A.I.A., Chairman, A.I.A. Centennial Committee.

BULLETIN:

I have resumed duties at my Chartres office. Since I saw you, the rest of my trip through the United States kept being full of interest and attraction, as a whole as well as through the many details that each and every day brought to light. This trip has been a wonderful experience, as fruitful to a European architect as a trip through Europe can be interesting to an American architect—you know what I mean.

My stay in Detroit was one of the highlights in this succession of discoveries, and I am so grateful to you for having arranged everything making it possible for me to come here. I wish you would remember me to the architects I met at The Engineering Society, who are so many friends of mine now.

—JEAN MAUNOURY, Chartres, France

BULLETIN:

For several months I have been receiving and enjoying the Monthly Bulletin, Michigan Society of Architects, and wish to thank you for including me on your mailing list.

It is an inspiring publication and must

do great credit to the architects and the A.I.A. chapters in the proud State of Michigan. It is my hope that some day our growing Reno Chapter, A.I.A. in Nevada can start a publication, even though it may have to be on a modest scale.

Again, I salute you for your creditable publication. Thank you for the copies I so much enjoy.—EDWARD S. PARSONS, President, Reno Chapter, A.I.A.

TO PROF. RALPH HAMMETT:

It is with especial regrets that I cannot be at your 100th Birthday Celebration, as I shall be in New York for the unveiling ceremonies of the tablet at 111 Broadway on the 2nd.

Please convey to the Detroit Chapter my greetings on this important occasion. You have rendered a magnificent service in planning your Centennial Celebration. What Detroit Chapter has done and will do is an inspiration to chapters all over the country.

My best wishes to all my good friends in the Detroit Chapter.—ALEXANDER C. ROBINSON, III, F.A.I.A., Chairman, A.I.A. Centennial Committee.

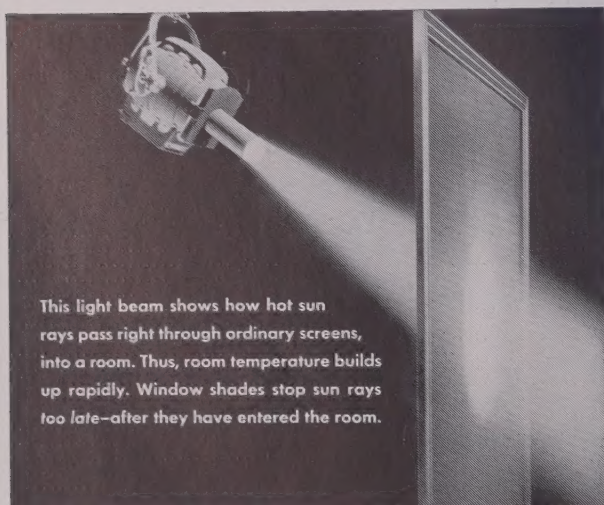
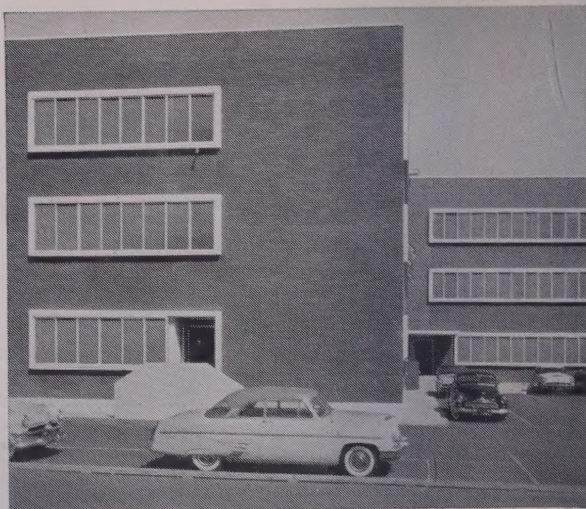
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Bulletin Board

Dr. Stewart E. Rosenberg, in his syndicated column states, "There are times when we need a sense of humor more than anything else. Having it and using it can change our lives.

"Ironically, the man who lacks this sixth sense easily can make a fool of himself. He makes mountains of mole-hills and is tyrannized by trivia.

"A man and wife were quarreling bitterly. Her pride was hurt and she shouted through her tears. His manliness was wounded and he raged with the roar of lions. Suddenly their son, aged five, entered the room. In his hand he carried a large hair brush. He fixed his reproving eyes on them both. There was a long, hushed minute of silence. Then came the challenge, sweetly lisped:

"I don't know which one needs to be spanked!"

"Shamed, the boy's parents broke into laughter. Within a few minutes, they saw how ridiculous was their recent storm.

"A good deal of the time our petty annoyances mount to gigantic disturbances because we take ourselves too seriously. At others we'll laugh and not at us. But he is not laughed at who learns to laugh at himself first.

"Trees that never bend fall mightily. And sometimes at the slightest gusts.

"So it is with rigid and stiff stuffed-shirts of men. They may strut pompously, but they stand precariously. They walk with heads so high in the clouds that their two feet are no longer on the ground. They may be great scientists, philosophers or businessmen—but they've lost vital contact with people.

"To know how and when to laugh can be a great blessing. Good humor can be a simple therapy for some of our home-grown ills. It not only relaxes our muscles, it also can untie some of our spiritual knots.

"Life is a serious business, but it need not be humorless. Therefore, beware the man who treats the insignificant and the important with equal gravity. He

is as poorly oriented to life as one who treats these with equal levity.

"The proverb sums it up: He who is always laughing is a fool; and he who never laughs is a knave.

"But always there comes pity for the fellow whose self-centeredness blinds him from the wisdom of life. He cuts himself down by his own hand. Instead of knowing how to smile little things away, internal combustion makes him explode.

"Truly, he who laughs, lasts."

Randall Jarrell, poetry consultant of the Library of Congress: "A great many people are perfectly willing to sit on a porcupine if you first exhibit it at the Museum of Modern Art and say that it is a chair."

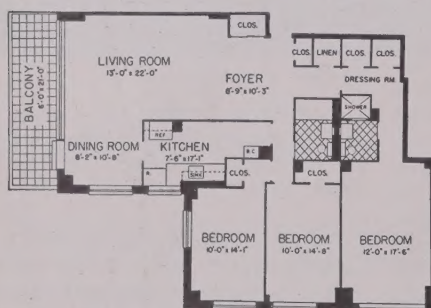
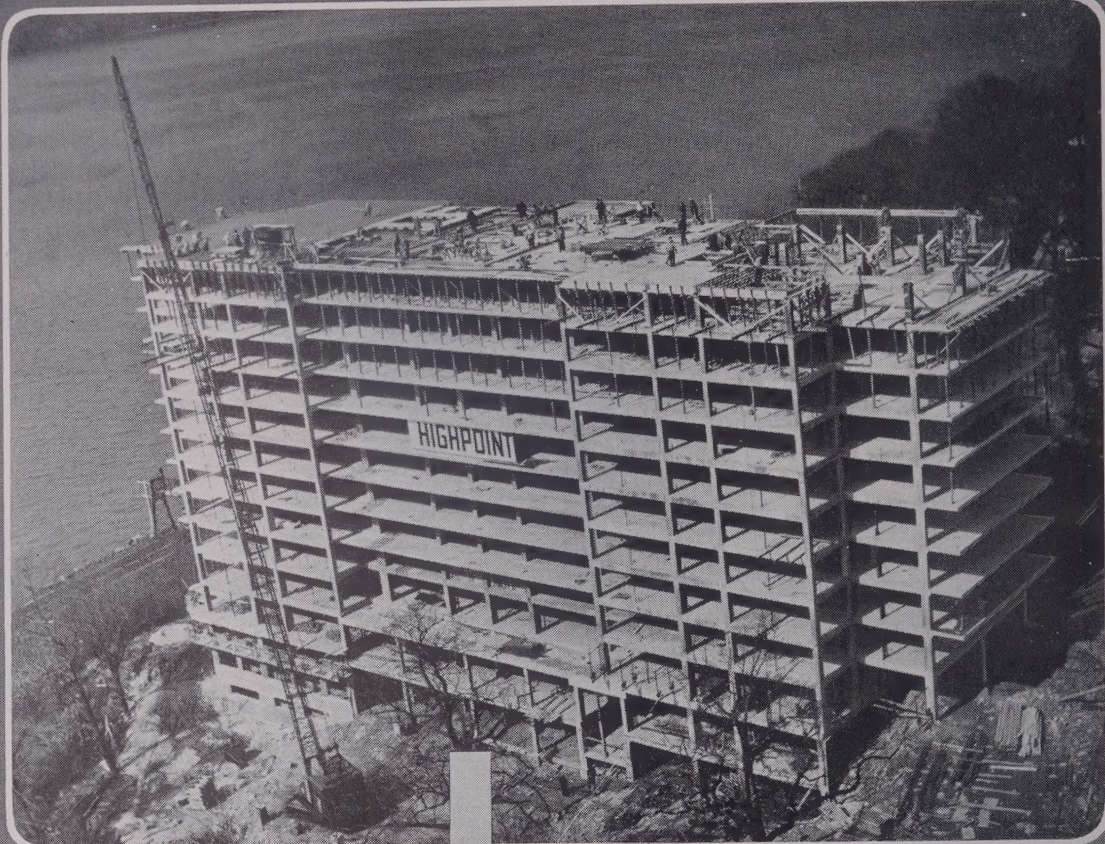
Fred Wolf, WXYZ disc jockey, said this the other morning, "She was only an architect's daughter, but she sure drew the line on me."

The bartender set up five Manhattan cocktails in a row and the customer gulped down three, leaving the first and last drinks on the bar. Then he dashed out.

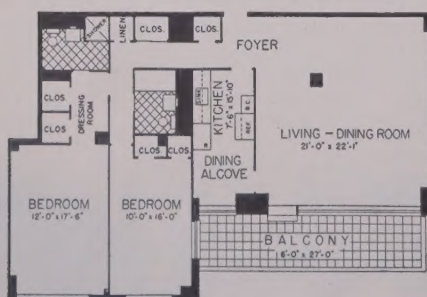
A man standing near by turned to the bartender. "Why'd he leave those two drinks?" he asked. "Something wrong with them?"

"Oh, no," shrugged the bartender. "He does it all the time. Says the first one always tastes terrible and the last one invariably gets him in trouble at home."

At a recent fund-raising dinner in Washington, drinks were on the house—and about eight of them were soon inside a certain Senator. "This," whispered a publisher who was trying to hold him up, "is what we refer to as a high government official."



The floor plan above shows a typical three-bedroom apartment in Highpoint. The floor plan below shows a typical two-bedroom apartment. Owner and builder of Highpoint; Charles Kibel; architect: Henry Kibel; engineer: Greenhut & Taffel. All are from New York City.



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AIA

Great Lakes Conference

East and West Kentucky Chapters, A.I.A. will be hosts to the Great Lakes Regional Conference March 28 through Saturday, March 30, 1957, at the Brown Hotel in Louisville.

A new research forum type of program will make this conference exceptionally interesting and informative. A pilot forum, held before The A.I.A. Committee on Research last fall in Washington, was enthusiastically received. By this means, it is hoped that the latest ideas coming from the great research centers of industry will be readily available to all A.I.A. members. This will assist the building industry to keep pace with the great technological advances being made daily in other fields.

National organizations that will participate in this, the first regional research forum are The Illuminating Engineering Society, The National Association of Architectural Metal Manufacturers, and The Structural Clay Products Research Association.

Ample time will be allotted for questions and audience participation will be encouraged by moderators. These should be provocative sessions.

C. L. CROUCH, who will speak at the opening session Friday afternoon, March



C. L. CROUCH

29, was graduated from the University of Michigan, where he studied under Professor H. H. Higbie, early eminent scientist in the field of illumination. Mr. Crouch is a professional engineer in New York and, since 1944, has been Technical Director of The Illuminating Engineering Society. In 1945, he was made Secretary and Technical Advisor to The IES Research Fund which is sponsoring 16 projects of fundamental

THE BROWN HOTEL, LOUISVILLE, KY.—MARCH 29 & 30, 1957

Registration Opens 7:00 P. M., Thursday, March 28

Program

FRIDAY, MARCH 29:

9:00 A.M.—Registration Continues

11:00 A.M.—Ladies Tour Leaves Hotel
Business Session,
Bergman S. Letzler, Director, Presiding

1:00 P.M.—Luncheon (speakers to be announced later)

3:00 P.M.—Research Forum (Part 1)

Introduction:

Fredrick Pauley, A.I.A.
Research Secretary

Moderator:

C. Melvin Frank,
Great Lakes District
Member A.I.A.
Research Committee

Speaker:

C. L. Crouch, Technical Director The Illuminating Engineering Society

Subject:

"Illuminating the Commercial Store With Its Adjacent Exterior Parking Facilities"

5:00 P.M.—Ladies Tour Returns to Hotel

6:30 P.M.—Cocktail Hour

7:30 P.M.—Banquet

Speaker:

John N. Richards, F.A.I.A.,
First Vice-President, The American Institute of Architects

SATURDAY, MARCH 30:

9:00 A.M.—Committee Meetings

10:00 A.M.—Research Forum
(Parts 2 and 3)

Moderator:

James M. Turner, A.I.A.,
President Indiana Society of Architects, A.I.A.

Speaker (Part 2):

George B. Melcher
Representing The National Association of Architectural Metal Manufacturers

Subject:

"Use of Aluminum for Exterior Walls and Entrances"

Speaker (Part 3):

Robert B. Taylor,
Director of Research, The Structural Clay Products Research Association

Subject:

"Structural Clay Products Research"

12:00 Noon—Concluding Luncheon
(Speaker to be Announced)

research at ten colleges and universities. Mr. Crouch is Editor of IES Lighting Handbook and author of many technical papers resulting from original research in the field of illuminating engineering. He was awarded the IES Niagra Award "for the best paper dealing with lighting applications or studies." He is a Fellow of IES and a member of The Optical Society of America.

GEORGE B. MELCHER, who will open Saturday mornings' session, is well known to architects throughout the nation. In 1955 he was made an Honorary Member of The American Institute of Architects in recognition of the excellence of his work and his close co-operation with the profession. Mr. Melcher has been associated with the Flour City Ornamental Iron Company as a designer for over 45 years. He has made valuable contributions in serving architects on many important buildings throughout the United States. He understands and "speaks the language" of architects, therefore, this is sure to be a lively, instructive session.

ROBERT B. TAYLOR will conclude the Research Forum. He is Director of The Structural Clay Products Research Foundation which has recently occupied its own laboratory and engineering facilities on a fifteen-acre site just south of Geneva, Illinois. The Research Founda-



ROBERT B. TAYLOR

tion, established in 1950, is supported by a large segment of the structural clay products manufacturers in the United States and Canada. The staff of the Foundation consists of 32 people and its current operating budget is approximately \$500,000 a year.

Mr. Taylor graduated in 1935 from Denison University, Granville, Ohio, where he majored in physics and mathematics. In 1935 he took post-graduate work in physics at Ohio State Univer-



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sity. In 1936 he joined Owens-Illinois Glass Company as a physicist.

In 1950, he was selected to head the newly established Structural Clay Products Research Foundation. He is a member of The American Ceramic Society and the Board of Directors of the Building Research Advisory Board of the National Research Council.

It is hoped that national vertical committee members of the Great Lakes District will take advantage of the time allotted on Saturday morning to arrange meetings of chapter members of regional committees present at the conference. This personal contact by national committeemen with all chapters in their districts is the very heart of our vertical committee structure. There is a tremen-

dous amount of work being done by national and chapter committees. An interchange of ideas, such as this, will help eliminate duplication of efforts. It will be an excellent opportunity to learn what is being done and the results.

At the business session, matters to be voted upon at the A.I.A. convention in May will be discussed and reports will be given on work being accomplished by the national committees. By-law revisions, particularly as to regional committee structure, will be presented for consideration. The Great Lakes Regional Council By-laws, drawn up in 1952, prior to the vertical committee structure of the Institute, will need some revisions.

A member will be elected to the

Regional Judiciary Committee at this time.

A sight-seeing tour of points of interest in and around Louisville has been arranged for the ladies. It will leave the Brown Hotel at 11:00 A.M., Friday, March 29 and return by 5:00 P.M. This trip will be entirely different from that of 1955 and will cover many historic and other interesting places.

Judging from the enthusiastic comments during and after the 1955 Conference, and the unusual Research Forum arranged for this meeting, we expect a large attendance at this 1957 Conference. Plan now to be at this interesting and important meeting March 29 and 30. We suggest that you arrange to arrive in Louisville on the evening of March 28.

Architects In The News

Alabama

RAYMOND C. SIZEMORE, A.I.A., 52, of Montgomery, died suddenly on February 13. He was a past president of the Alabama Chapter, A.I.A., past chairman of the Alabama Registration Board of Architects, and past president of the Montgomery Lions Club.

California

C. M. DEASY, has been elected President of the Southern California Chapter, A.I.A. Other new officers are: Robert Field, Vice President; Stewart D. Kerr, Treasurer; and Edward H. Fickett, Secretary.

Stewart S. Granger was elected as a two-year Director; Burnett C. Turner, three-year Director; George V. Russell, one-year Director and Paul R. Hunter, past President, one-year Director.

Georgia

THE GEORGIA CHAPTER, A.I.A., is sponsor for the 1957 Regional Conference of the South Atlantic District, A.I.A., to be held on April 4, 5 and 6, in Atlanta. Chairman is Cecil A. Alexander.

Kentucky

A. L. McCULLOCH, has been elected President of the West Kentucky Chapter, A.I.A. to succeed Arthur Tafel, Jr. E. J. Schickli is the new Vice President. Ossian P. Ward was re-elected Secretary-treasurer. Keith Ashby was elected as a new Director.

Louisiana

JOHN F. WILSON, has been elected president of the Baton Rouge Chapter, A.I.A. Other new officers are: Clayton Smith, Vice-President; John L. Webb, Secretary, and Lionel Abshire, Treasurer.

Michigan

SMITH HINCHMAN & GRYLLS ASSOCIATES, INC., Detroit architectural and engineering firm will head a team of six American companies which will spend two years aiding the Republic of Korea in the reconstruction and stabilization of its economy, it was announced by the International Cooperation Administration.

Under the contract, engineers and specialists from the firms will supply guidance and service to Syngman Rhee's government and the ICA in transportation, mining, electric power, public works, tele-communications and general industry.

In the joint venture, are Smith, Hinchman and Grylls, administration, general industry and public works; Commonwealth Assoc. Inc., Jackson (Mich.), electric power and public works; Brown & Blauvelt, New York, public works and transportation; Paul Weir Co., Inc., Chicago, mining; Page Communications Engineers, Inc., Washington, D. C., communications, and Commonwealth Services, Inc., New York, management and training programs.

Chester J. Clark, Detroit architect will be in charge of the project.

New Jersey

JOHN SACCHETTI, A.I.A., Union City, organizer of Hudson County Chapter of the New Jersey Chapter, A.I.A., has been appointed to the State Board of Architects by New Jersey's Gov. Meyner.

New York

PRATT INSTITUTE, SCHOOL OF ARCHITECTURE, announces its Graduate Assistantships for the year 1956-1957.

A graduate assistantship allows for half-time graduate study in the School of Architecture, which permits the student to complete his work for the Masters Degree in two years.



GERALD H. LAPINER

GERALD H. LAPINER, of Orchard Lake, Mich., has become assistant in advertising, sales promotion and public relations in the office of the Monthly Bulletin of the Michigan Society of Architects, it is announced by Talmage C. Hughes, F.A.I.A., editor and publisher of the Bulletin.

In addition to his journalistic career, LaPiner has had a background in the field of conventions, meetings and displays. His former affiliations were with the Palmer-Bee Company, General Motors Corporation, American Motors, and the United States Department of Commerce.

In his new position, LaPiner will supplement his editorial activities by assisting Theodore G. Seemeyer, advertising manager of the Bulletin.

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SAMUEL RATENSKY AND RICHARD W. SNIBBE, have been awarded the 1957 Arnold W. Brunner Scholarship of the New York Chapter, A.I.A. The award of \$2,400 is for a critical analysis of large-scale urban housing in the United States and Europe.

Two additional grants, of \$1,200 each were awarded to them to encourage the completion of their work in one year.

Robert W. Cutler, president of the New York Chapter, also announced a grant of \$2,400 to Caleb Hornbostel, A.I.A., who won the 1956 Brunner Award to further the publication of his "A Materials Handbook for the Architect."

North Carolina

WILLIAM R. JAMES, JR., has been elected to succeed retiring President F. Carter Williams as President of the North Carolina Chapter, A.I.A.

Other new officers are: Robert L. Clemmer, Vice-President; Kenneth M. Scott, Secretary; Arthur C. Jenkins, Jr., Treasurer.

The organization's summer meeting will be at Atlantic Beach, June 20-22.

Ohio

OHIO STATE UNIVERSITY'S fourth annual Conference for Engineers and Architects will be held in Columbus on May 3rd. It has been announced by Dean Gordon B. Carson of Ohio State's College of Engineering.

Oklahoma

THE COMMITTEE ON ARCHITECTURAL COMPETITIONS OF THE A.I.A. has approved a Competition for the Design of the National Cowboy Hall of Fame and Museum.

Subject of the Competition is the erection of a building or buildings and the development of adjacent grounds on a 37-acre site now owned by the National Cowboy Hall of Fame & Museum.

Persons desiring to enter this competition should apply for the program on or before March 15, 1957. Applications for programs, and all correspondence, should be addressed to Philip A. Wilber, A.I.A., Office of the College Architect, Oklahoma A & M College, Stillwater, Okla., or to Glenn W. Faris, 200 Skirvin Tower, Oklahoma City, Okla. The request for program should contain a statement or evidence of the applicant's eligibility, such as that he is registered to practice architecture.

Virginia

COL. JOHN S. JAMISON, professor of electrical engineering at Virginia Military Institute, will serve as this year's President of the Virginia State Board for Examination and Certification of Architects, Professional Engineers and Land Surveyors.

J. Everett Fauber, A.I.A., has been elected as Vice President of the Board.

Washington

BENJAMIN F. McADOO, A.I.A., was winner of the A.I.A.-Seattle Times Home of the Month Competition for 1956. James J. Chiarelli, President of the Washington State Chapter, A.I.A., awarded a relief sculpture in four woods, symbolic of the relationship of the home to the family, by Artist George Tsutakawa, to Mr. McAdoo. Owners of the winning house are Mr. and Mrs. George H. Hage. This completed the third year of an unusual collaboration between a leading metropolitan newspaper and a group of architects.

The Home of the Month program was designed to emphasize good architectural design and building in the rapidly growing Pacific Northwest. It also emphasizes the importance of continuous cooperation among architect, owner, builder and landscape architect in producing liveable, pace-setting residential designs.

Wisconsin

FRANK LLOYD WRIGHT, will soon go to Iraq to design and build an opera house in Baghdad.

The controversial 87-year-old architect

said the invitation, "Makes me feel quite Chesty."

"I would not give a hoot to build an opera house in New York or London," he said, "but Baghdad is a different story."

IN MEMORIAM

CHARLES E. BACON, A.I.A., 76, at his home in Indianapolis, Ind., on Jan. 16th.

F. WILLIAM BERTSCH, JR., A.I.A., 55, in his home city of Cincinnati, Ohio, on Jan. 24th.

THOMAS W. COOPER, A.I.A., 59, well known Raleigh, N. C., architect on Jan. 7th.

EDWIN H. DENBY, F.A.I.A., 83, in his home city of New York, N. Y., on Jan. 17th.

MAX H. FURBRUNGER, F.A.I.A., 77, widely known Memphis, Tenn., architect on Jan. 17th.

GUY E. GASTON, 55, in Washington, D. C., on Jan. 6th.

FREDERIC JOHN KLEIN, 82, prominent Peoria, Ill., architect, on Jan. 3rd.

PAUL K. LEHMAN, 51, in his home city of Decatur, Ill., on Jan. 19th.

WALTER T. LENTS, 73, in his home city of Indianapolis, Ind., on Feb. 12th.

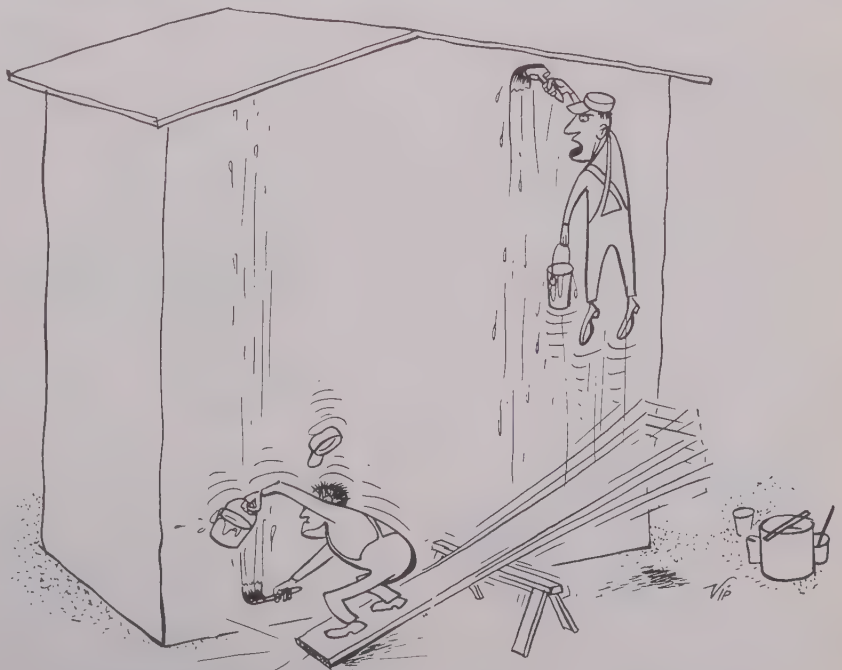
IRWIN S. PORTER, A.I.A., 68, of Washington, D. C., on Jan. 6th.

THEODORE RICHARDS, 69, at his home there, on Jan. 24th.

LAUSSAT R. ROGERS, 90, in Wilmington, Delaware, on Jan. 17th.

BENTON S. RUSSELL, SR., 90, in his home city of Tarrytown, N. Y., on Jan. 12th.

ROBERT W. STEVENSON, A.I.A., 43, in his home city of Dayton, Ohio, on Jan. 5th.



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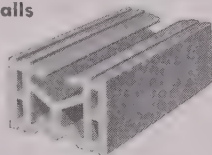
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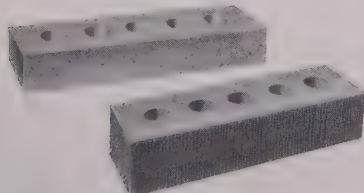
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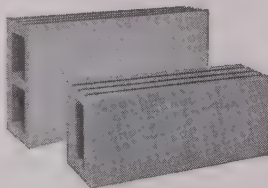
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Lathing & Plastering

and The Architect

An Address Delivered September 10, 1956, Before the Toledo Bureau for Lathing & Plastering. By Orville H. Bauer, A.I.A., Partner in Firm of Bellman, Gillett & Richards, Architects & Engineers, Toledo, Ohio.

It is a pleasure for me to be here tonight with a group of craftsmen who are interested enough in the bettering of the building industry to attend meetings such as this.

First, I should like to explain the architect's position in relation to owner and contractor after a job is under construction. He is the co-ordinator between the owner and contractor and he sees to it that all the pieces fit together to make a well-coordinated building. He should not have to be the "policeman" on the job, and he should not have to tell each trade how its work should be done.

The architect is interested only in turning over to his client a well-designed, functional building that is executed by good workmanship. He has to assume full responsibility for the design; but for the execution of the structure, he must depend upon the general contractor, each sub-contractor, and each craftsman on the job. It is only by good teamwork between owner, architect, contractor, sub-contractor, and craftsman that a good building is produced.

It has been suggested that I give my opinion of the pros and cons of your product as the architect sees it. For purposes of discussion I do not wish to criticize the plastering industry, but rather to make suggestions that would be of mutual benefit to architects and plasterers.

I hesitate to criticize someone else's shortcomings when perhaps we have them too. I mean, by this, that perhaps our specifications are not always entirely correct or clear in the selection of the proper kind of plaster, or the placing of stops, corner beads and reinforcing strips. These errors or omissions in the specifications are items which reflect on the plasterer, because failure in the material is bound to occur unless the base is properly prepared. We all know that in this age of keen competition and competitive bidding, your price to the general contractor has to be "as specified," whether it is right or wrong. If I can leave one thought with you tonight, it would be this: when your material is not correctly specified,—or if the general contractor wants you to cut corners, and you are reasonably sure that a failure will occur because of incorrect usage of your material—bring it

to the attention of the architect during the bidding period, when it is not too late to do something about it. The architect will welcome your interest and suggestions, it will be good public relations for you, and we will both end up with a job to be proud of.

I would like to compliment the Plasterers' Association for the fine public relations and publicity program that has been conducted both locally and nationally. As far as your local campaign is concerned, I think there is one more step that could be taken to promote your trade, and that is to have a representative call on architects the same as other material representatives do. When building projects are first mentioned in Dodge Reports, representatives call on us to discuss where their materials can best be used, and the merits of their materials.

It is not just a matter of the salesman saying, "how about using my materials on this job," but a matter of the representative in a short time explaining why his material can do a good job in the particular project that is under consideration. This man should be well qualified in the use of his material; he should be able to discuss comparative cost, and he should be able to discuss relative merits of similar products.

I should like to make one other suggestion to your association that would strengthen your public relations program, and would bring about more usage of your material, and that is the field of architectural acoustics. Unfortunately, the study of acoustics has been notably absent in architectural education, and few practicing architects have had an opportunity to acquire a detailed knowledge of this field. Yet, almost every project undertaken by the architect involves some acoustic problems, and, gentlemen, you have the materials that are the key to sound-control. The basic reasons for acoustical design are simply to provide satisfactory acoustic environment or provide good hearing conditions. To provide satisfactory acoustic environment, you have acoustic plaster that sound-conditions a room. To provide good hearing conditions, the sound must be reflected at different angles around the room. The most versatile material for this purpose is hard plaster on angular walls. With the na-

tion's school program at the high level that it is, I believe you are missing a tremendous opportunity in the promotion of your material and services in this field. Classrooms need sound conditioning within the rooms. Choral rooms, band rooms, and auditoriums all need sound conditioning and good hearing conditions. But not only in schools, in other buildings as well, it is desirable to have walls that are impervious to air-flow to achieve a high degree of sound insulation. As a striking example, ordinary thin walls of unplastered clay tile or porous cinderblock rate as "poor" insulating walls—inadequate for inter-office privacy. But, the same walls tightly sealed with even a thin coat of plaster on each side are in the "good" range of 35 to 40 db transmission loss.

Our office has recently designed a high school auditorium which illustrates my point. Here, plaster was used for reflecting the sound at different angles around the room. A hard plaster free-floating cloud was hung from the ceiling to deflect sound waves. There is no absorption material in this room except a small portion on the rear wall. I suppose the obvious way to design this room would have been to apply an acoustic tile ceiling with cinder block walls. But, through the proper use of materials, as suggested by an acoustical engineer, speakers can talk to 1,000 people without the aid of a sound system. In this field, the Plasterers' Association could perform a real service to the architects, and promote the best use of your materials to the architect. You could retain an acoustic consultant, who would go over preliminary plans for architects and advise on the use of the proper material for successful acoustical design.

As I said before, you have the materials to deliver good acoustics — a sound-distributing and retarding material, and a sound-absorbing material. This would be an engineered use for your material, and would take precedent over the traditional cost factor found in inferior materials.

We are all aware that the use of exposed cinderblock has cut down the use of plaster in many structures. But, in many cases, the transmission of sound through these walls has been a problem to the architect after the building was in operation. So, I say, present the facts when the building is on the boards, and I'm sure there will be more plastered walls.

One last thought before I close—and that is for you to install in the men working for you a sense of pride in their work. I believe that if this were done more in all the trades, instead of so much union protection, many of our problems of workmanship would be solved. Plastering is an art, and your apprentice program should emphasize this. And, to the contractors I say—don't leave the job until you are satisfied with the work your men have produced, and don't be satisfied until the best possible job is done.

The Annual Awards Dinner at the Michigan Society of Architects 43rd Convention at Detroit's Hotel Statler, March 13-15, will be the outstanding event of that series of meetings. It will take place on Thursday evening, March 14 and will be preceded by a cocktail party sponsored by the Producers' Council, Michigan Chapter, complimentary for those registered at the Convention.

President of the Society, James B. Morison, A.I.A. will preside at the dinner, and the following Awards will be made: The Society's Gold Medal will be presented by Adrian N. Langius, F.A.I.A.; Honorary Membership, by Frederick E. Wigen, A.I.A.; Journalism Award, by Elmer J. Manson, A.I.A., and the Draftsmanship Awards, by Edward R. Strnad, President of the Michigan Blue Print and Reproduction Association.

Separate cards are being mailed for this event, for reservations of individuals or for parties of ten per table. Assignment of tables will be in the order in which requests for reservations are received. Ladies are especially invited, and dress will be optional, except for those at the speakers' table, who are to wear dinner clothes.

This will be a gala affair, the Society's celebration for the Institute's One Hundredth Anniversary.

Following the Awards Program, Mr. Fred N. Severud, Eminent Structural Engineer, of New York City will speak in the same room on the subject: "The Increasingly Important Role of the Engineer in Modern Architecture"

Other features of the Convention will be the Big Rouser on Wednesday evening, March 13, opening the series, at which time there will be complimentary refreshments, music and entertainment. The M.S.A.'s Famous Players will present "The First Hundred Years, or Today, Tomorrow and Forever," a Tragedy!

A Business Session will be held Thursday morning, following a meeting of the Society's Board at breakfast. A Thursday luncheon and program will be followed by a Seminar in the Wayne Room, on "Fees and Other Ethical Matters."

There will be a ladies' luncheon at the Detroit Athletic Club on Thursday and another at the Women's City Club on Friday. Friday morning members and guests will visit the new Henry and Edsel Ford Auditorium in Detroit's Civic Center, with Architect Thomas H. Hewlett and Sculptor Marshall Fredricks.

At 2:00 P.M. Friday, Clarence L.

Rosa, A.I.A. will moderate a seminar on "Mechanical, Electrical and Structural Coordination in Today's Architecture."

The Michigan Building Industry Banquet will conclude the Convention. At this event, Roger Allen, F.A.I.A. will be Toastmaster, and the speaker will be Dr. R. C. S. Young. The speaker's subject will be "Our American Heritage."



DR. R. C. S. YOUNG

Convention Committees

(Where more than one name appears on a sub-committee, the first-named is Chairman.)

General Chairman—Paul B. Brown.

Vice Chairman, also in charge of Program and Arrangements — William P. Lindhout, Jack Monteith.

Registration—Urban U. Woodhouse, A. Robert Bliven, Erroll R. Clark, Herman Gold, Bryce T. Lyall, Earl A. Roberts.

General Design, Architects' Exhibits—Verne H. Sidnam, John R. Politzer.

Producers' Exhibits — Gaylord A. Watts, Orrin K. Griffith, Sanford G. Rosen, George E. Thomas.

Brochure—George K. Harris, Jr., Barbara Luderowski.

Entertainment—Lyall H. Askew, Ernest J. Dellor, John Finn, Leonard Gussow, Joseph Jensen, Frank North, Frederick J. Schoettley.

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The visions of similar research have long occupied the dreams of many in the building industry, and today there are several tangible evidences of progress in this field that are most helpful to the industry and our profession.

There is another avenue of "research" available to the profession in our state-collaboration on needed information through the Michigan Society of Architects.

At the present time your Society is carrying on such programs as public relations, legislation, fees, and various others to advance the profession. These activities can be expanded to give even greater service. Some areas for investigation are office management, office procedures, programming for the clients needs, code revisions, building products, etc.

These projects may require considerable effort and they may encounter many, many difficulties, but if such studies expand our knowledge we as a profession can improve our service to our clients, which in the long run will serve to maintain our position.

The formation of working technical committees on research problems may become a buttress to maintain architecture as a profitable profession.

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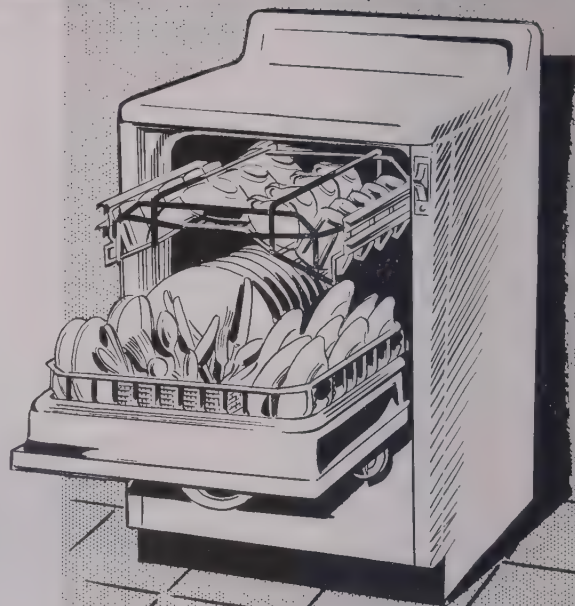
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43rd Convention

WEDNESDAY, MARCH 13, 1957

5:00 to 8:00 P.M.—Registration, Foyer of Grand Ball Room; Men \$5, Ladies Free
Viewing of Exhibits

8:00 P.M.—Social Program, Ball Room
Complimentary Refreshments, Music, Entertainment—"The First Hundred Years, or Today, Tomorrow and Forever," A Tragedy!

THURSDAY, MARCH 14

8:30 A.M.—Breakfast Meeting, Board of Directors, Ivory Room

9:00 A.M.—Registration Continues
Viewing of Exhibits

10:00 A.M.—Annual Business Meeting
Wayne Room, President James B. Morison, A.I.A., Presiding

12:00 M.—Ladies' Luncheon, Detroit Athletic Club; One Complimentary for each Man Registered, others \$4. Speaker: Mr. Dennis Glen Cooper, World Traveler and Educator; Showing of film, "Vacation in the Southwest," and Handicrafts of Natives shown in the film

12:30 P.M.—Luncheon, Bagley Room (\$4.00) C. A. O'Bryon, A.I.A., 2nd Vice President, Presiding; Reports of Chapter President—Gerald G. Diehl, Detroit; Ian C. Ironside, Western Michigan; A. Charles Jones, Saginaw Valley
Introduction by William P.

Lindhout, A.I.A.

Speaker: Mr. Arleigh C. Hitchcock, Executive Director, Home Research Foundation, Inc., Grand Rapids
Showing of Slides

2:00 P.M.—Seminar, Wayne Room
Moderator: Linn Smith, A.I.A.

Subject: "Fees and other Ethical Matters"

Panelists: Adrian N. Langius, Joseph W. Leinweber, Eberle M. Smith, Linn Smith

4:30 P.M.—Viewing of Exhibits

5:45 P.M.—Cocktails, Bagley Room
Complimentary for those Registered. Sponsor: Producers' Council, Michigan Chapter

6:30 P.M.—Annual Awards Dinner
Wayne Room (\$6.00)

President Morison Presiding
Presentation of Gold Medal, by Adrian N. Langius, F.A.I.A.; Honorary Membership, by Frederick E. Wigen, A.I.A., 1st Vice President; Journalism, by Elmer J. Manson, A.I.A.

Draftsmen Awards, by Edward R. Strnad, President, Michigan Blue Print and Reproduction Association

8:30 P.M.—Program, in the Same Room
Speaker: Mr. Fred N. Severud, Structural Engineer, New York.
Subject: "The Increasingly Important Role of The Engineer in Modern Architecture"

10:00 P.M.—Viewing of Exhibits

FRIDAY, MARCH 15

9:00 A.M.—Tour of the new Henry and Edsel Ford Auditorium (Provide your own Transporta-

tion) With Architect, Thomas H. Hewlett, A.I.A., and Sculptor, Marshall Frederick

12:00 M.—Ladies' Luncheon, Women's City Club (\$2.50)

Speaker: Mrs. Marjorie Coe, Author

Review: "The Challenge of Being a Woman," a Book by Mrs. Coe and Helen Sherman

(No other Convention Luncheon scheduled on Friday.)

2:00 P.M.—Seminar, Wayne Room
Introduction by Peter Vander Laan, A.I.A., 3rd Vice President

Moderator: Clarence L. Rosa, A.I.A.

Subject: "Mechanical, Electrical and Structural Coordination in Today's Architecture"

Panelists: J. S. Bobbio, Mechanical Engineer; L. H. Gussow, Electrical Engineer; R. A. Cuddie, Structural Engineer; Frederick G. Stickel, A.I.A., Architect

4:30 P.M.—Viewing of Exhibits

7:00 P.M.—Michigan Building Industry Banquet, Ball Room
President Morison, Presiding

Toastmaster: Roger Allen, F.A.I.A.

Speaker: Dr. R. C. S. Young
Subject: "Our American Heritage"

ADJOURNMENT

NOTE: Miss Lois Ann Kane and Miss Elma Santa, Strolling Accordionists, will entertain in the Products Exhibits space Wednesday, Thursday and Friday Evenings.

Students, draftsmen and others desiring to attend the programs only (not luncheons and dinners) may do so gratis, and without registering.

To All Members of the MSA

On March 14, 1957, the annual meeting of the Michigan Society of Architects will be held at the Hotel Statler in Detroit, at ten A.M. It is at this meeting that an opportunity is given to each individual member to express his views as to what he expects from the State organization—the Michigan Society of Architects.

It is always pleasant to see the various members from throughout the state, but, owing to the fact each of us has to earn his daily bread, even during a convention, conditions arise which cause a member to send his greetings or suggestions by post. Even though a member sends only a card—current postage

two cents (2¢)—it is the prerogative, and perhaps the duty, of each member to voice his opinion.

The Board, being only representatives of the individuals who make up the M.S.A., would appreciate a moment of your time spent in offering your criticisms of the activities of the past year, and constructive suggestions of problems that may be worked on for the benefit of all members of the organization.

We, the Board, wait with baited breath for your comments.—ERNEST J. DELLAR, Secretary

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*Deceased

*1914-15—F. Gordon Pickell

*1916-17—William G. Malcomson

*1918-19—Edward A. Schilling

*1920—Clarence L. Cowles

1921—Alvin E. Harley

1922—Walter E. Lentz

*1923—Marcus R. Burrowes

*1924-25—George J. Haas

*1926-27—John C. Stahl

1928-29-30—Lancelot Sukert

1931-32-33—H. Augustus O'Dell

1934-35—Clair W. Ditchy

*1936-37—Andrew R. Morison

1938-39—Kenneth C. Black

*1940—Branson V. Gamber

1941-42—C. William Palmer

1943-44—John C. Thornton

1945-46—Roger Allen

1947-48—Adrian N. Langius

1949-50—Alden B. Dow

1951-52—Leo M. Bauer

1953-54—Linn Smith

1955-56—Elmer J. Manson

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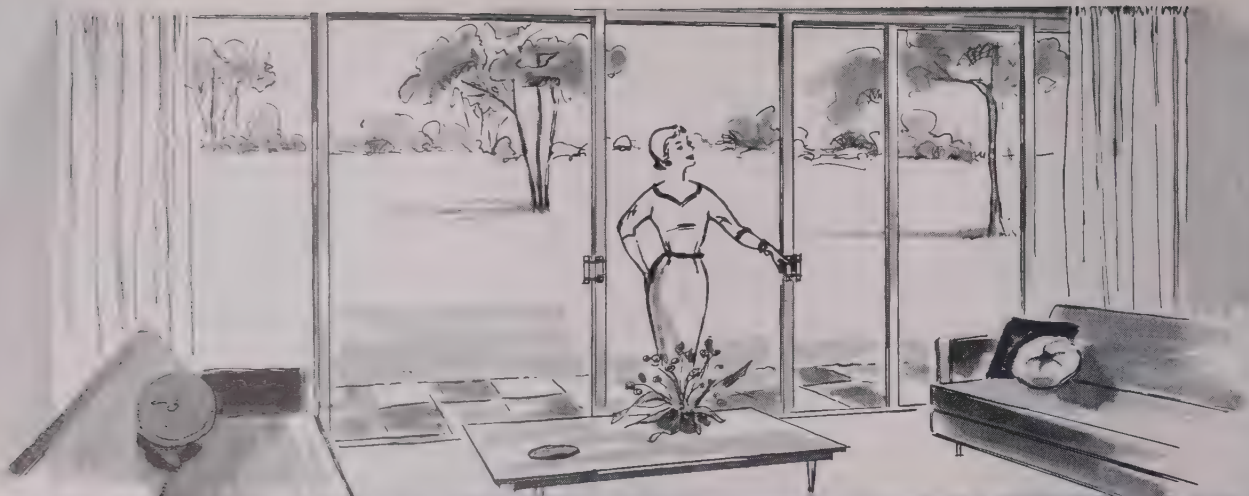
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MSA

MICHIGAN ITEMS

Four distinguished Legislators were present at the dinner which followed the February 13th meeting of your Board of Directors at the Lansing City Club. They were: Senator Frank Andrews, Senator Frank D. Beadle, Representative Arnell Engstrom and Representative Lloyd Gibbs.

Senator Andrews, from Hillman, represents the 29th District, and is Vice-Chairman of the State Affairs Committee, the Committee to which is referred bills concerning our State Registration Act. At the present time, he is Chairman of the Joint Committee of the Legislature which investigated and made recommendations about the restoration of the Clerk's Quarters on Mackinac Island. He has been a member of the Senate since 1949.

Senator Beadle, of St. Clair, representing the 34th District, is a member of the Senate Appropriations Committee and has served on the Sub-Committee on Capital Outlay for several years. This Committee recommends all appropriations for the various State agencies. Such Capital Outlay includes special maintenance, remodeling and additions and new construction. During this session he will serve as Chairman of that Sub-Committee. He is also Chairman of the Committee on Committees of the Senate, of which he has been a member since 1951.

Representative Engstrom, from Traverse City, represents the Grand Traverse District. He is Chairman of the Committee on Ways and Means and for many years has served as Vice-Chairman of this Committee and Chairman of the Sub-Committee on Capital Outlay. He has been a member of the House of Representatives since 1941.

Representative Lloyd Gibbs, from Portland, represents the Ionia County District and is Chairman of the State Affairs Committee of the House of Representatives. This Committee is the one to which is referred House bills on the State Registration Act. He has been a member of the House of Representatives since 1951.

Senator Perry W. Green, Grand Rapids, representing the 16th District, Chairman of the State Affairs Committee of the Senate, could not be present because of previous commitments.

Before presenting the Legislators, Mr. Adrian N. Langius, F.A.I.A., who had extended the invitations in behalf of the Board, described the organization and purposes of the Society.

"Professionally," he said, "there is not a better group of architects any-

where in the world and Michigan architects are busy on jobs in many foreign countries." Mr. Langius added that the A.I.A. was celebrating its 100th year and is one of the oldest professional organizations. "No profession touches people more than architecture; your home, office and public buildings are the work of architects," he said.

Mr. Langius introduced the honored guests by describing their present duties and stating, "these Legislators are dedicated public servants and are the persons most concerned with architectural legislation and State Capital Outlay."

In the lively general discussion which followed, the increasing services citizens expect from State Government, how to pay for them, the proposed State budget necessity for new revenue and other subjects of mutual interest, football included, were brought up. It was also emphasized to the guests, that architects, like legislators, are concerned with costs and in providing maximum benefits from available funds.

GERALD G. DIEHL, president of the Detroit Chapter, American Institute of Architects, announces the election to Institute membership and assignment to the Detroit Chapter of Walter C. Block, Jack W. Brown, Jack Mills, Richard S. Rokicki and Sanford G. Rossen, and the reelection of William E. Kramer.

Block, who formerly practiced architecture in Wisconsin, is now with the office of Earl G. Meyer, of Detroit.

Brown, a graduate of the University of Michigan, College of Architecture and Design, is employed by Odell, Hewlett & Luckenbach, of Birmingham.

Mills, also a U. of M. graduate, is with the office of Ralph R. Calder, A.I.A. of Detroit.

Rokicki, received his bachelor of architectural engineering from the University of Detroit in 1950, and he is now in his own practice.

Rossen, a U. of M. graduate of 1951 is a job captain and designer in the O'D. H. & L. office.

Kramer, a native of Germany, received his early education and experience there, after which he worked in architects' offices in the East. He came to Detroit in 1922, and is now employed by Smith, Hinchmann & Gryls, Inc. Architects and Engineers.

Diehl also announces the election to associateship in the Chapter of Miss Marion F. Charles, a 1953 U. of M. graduate, now with the office of Victor Gruen & Associates, Architects.

"FRESHWATER FURY" is the title of a book by Frank Barcus, A.I.A., architect with Detroit's City Plan Commission, to be published by Wayne State University.

The 55,000-word volume with 40 illustrations is about ships of the Great Lakes. A September date has been set for publication.

To All Architectural Firms and Chapter Members:

There is an opportunity for civic-minded architects of our Chapter to contribute their talents and to explore ideas which will benefit the development of their own City, on a voluntary basis.

Mr. Charles A. Blessing, Director of City Planning, wishes the architects to know that he will welcome such assistance from them and that the need for it is immediate.

Accordingly, Mr. Gerald G. Diehl, President of the Detroit Chapter, A.I.A., has appointed Mr. Louis G. Redstone as Vice-Chairman of the Civic Design Committee to head a Sub-Committee for the above mentioned project.

Any architectural firm or individual architect wishing to participate in the Civic Design program is urged to communicate in writing to Louis G. Redstone, 10811 Puritan Avenue, Detroit 38, Michigan.

GEORGE F. GANGER, chief draftsman in the office of Ralph R. Calder, A.I.A. of Detroit, has become an associate member of the Detroit Chapter, American Institute of Architects. This announcement was made by Peter Tarpana, Chapter secretary.

A native Detroiter, Ganger received his education here and his experience with the United States Army Engineers and with Harley Ellington & Day, Inc. Architects and Engineers.



LOUIS G. REDSTONE, A.I.A. (above, left) spoke on "Art in Architecture" at a meeting of the Ecclesiastical Art Guild in the auditorium of Northland Shopping Center on the evening of February 9. Shown with Redstone are Margaret Bouchez, Vice President, and Edgar Yeager, President of the Guild.

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ARTHUR K. HYDE, F.A.I.A.

ARTHUR K. HYDE, F.A.I.A., has joined the Detroit firm of Harley, Ellington and Day, Inc., Architects and Engineers, it is announced by Alvin E. Harley, F.A.I.A.

Mr. Hyde has been a vice president of Giffels & Vallet, Inc., L. Rossetti, Associate Engineers and Architects, of Detroit.

While with that firm, Mr. Hyde designed a number of local buildings, including St. Martha's Episcopal Church, an English Parish-type edifice, surrounding the Ford family cemetery on Joy Road. The church dedicated in 1954, was a gift of Mrs. Henry Ford.

Mr. Hyde also served as architect for the restoration of old Mariner's Church and its Rands Memorial Tower in Detroit's Civic Center.

A native Detroit, Mr. Hyde was graduated from old Central High School. In World War I he served in France two years in the 57th Field Artillery Brigade of the 32nd Division. After the war he was employed in local architectural offices and attended the University of Michigan, College of Architecture, from 1920 to 1924.

During the late 1920's and the 1930's, Mr. Hyde practiced architecture here, under his own name and in partnership, first with the late William B. Stratton, F.A.I.A., then with John A. Williams, A.I.A. His practice included residential work, commercial projects, schools and hospitals. Well known among these projects is the Brodhead Naval Armory designed by Stratton & Hyde.

Mr. Hyde, of 342 Waddington Road, Bloomfield Village, is a member of The American Institute of Architects, its Detroit Chapter, the Michigan Society of Architects, The Engineering Society of Detroit. He was elected a Fellow of The A.I.A. in 1947.

At Harley, Ellington and Day, Inc., Mr. Hyde will perform client relations and administrative duties in connection with the expanding work developed by the \$50 million State Department Building in Washington, D. C. The new bank and office building for the Detroit Bank and Trust Co., Dearborn's new Civic Center, and other important industrial and governmental projects.

MANUEL D. Dumlao, a student of architecture at Cranbrook Academy of Art, was awarded first prize in the architectural competition for the Idea Home of the Builders Association of Metropolitan Detroit. Other winners were Kellogg and Nancy Wong, second; Edward J. Kovach, third; and Chartier Newton, fourth. All are Cranbrook students.

Other Cranbrook students awarded honorable mentions were William A. Gould, Raquel Chanco, Paul Kennon, and Donald H. Waddington. Additional honorable mentions were awarded to David Leash and Richard V. Rochon, students of Lawrence Institute of Technology.

Dumlao's design will be the basis for the 1958 Idea Home of the Builders Association, to be constructed in co-operation with The J. L. Hudson Company and manufacturers of new products, as a research project.

Clifford N. Wright, A.I.A. Chairman of the Residential Committee of the American Institute of Architects was architectural adviser.

Mr. Wright; Irvin Yackness, of the Builders Association, and Richard F. Rochon, a winner in last year's competition, appeared on the Austin Grant program of CKLW-TV at 6:00 P.M. Saturday, February 2. Mr. Wright appeared again on the "Sunday Open House" program the following morning. Both these appearances were in connection with the competition.

LOWELL C. HEALY, GORDON H. MITTON and CHARLES K. SESTOK have been elected associate members of the Detroit Chapter, American Institute of Architects.

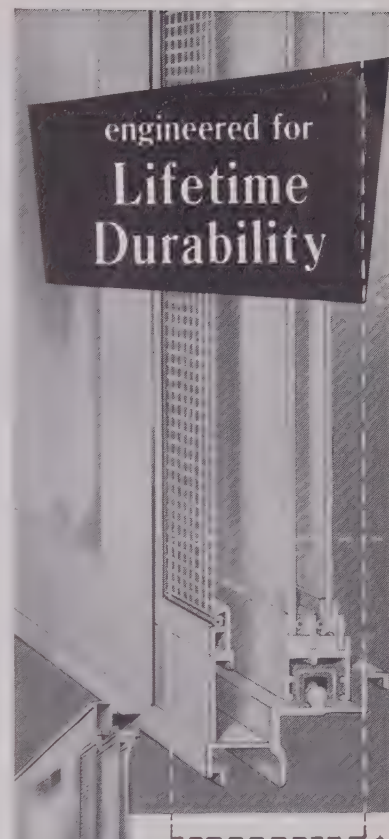
Healy, of 80 Pine St., River Rouge, attended the University of Michigan and St. Regis, Denver, Colorado. He is employed as a senior draftsman at Boddy, Benjamin & Woodhouse, Inc., Architects and Engineers, Detroit.

Gordon H. Mitton graduated from the University of Michigan in 1954 with a degree of bachelor of architecture. He is employed as a draftsman at Bennett & Straight, Inc., Architects, Dearborn.

Sestok, of 15744 Southfield Road, Detroit, attended the University of Michigan and is presently employed as draftsman with Eberle M. Smith & Associates, Inc., Architects and Engineers, Detroit.

KENNETH C. BLACK, F.A.I.A., of Lansing, Michigan, has been named by the Board of Directors of The American Institute of Architects as a member of the Institute's Committee on Collaboration of Design Professions.

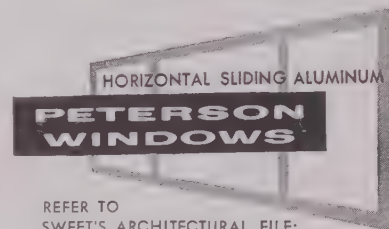
A member of the firm of Lee Black and Kenneth C. Black, Architects, Kenneth Black is a past president of the Michigan Society of Architects, and past director of The American Institute of Architects, representing the Great Lakes District.



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the same time tremendous savings —
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CARL W. PIRSCHER AND SAMUEL P.
HAVIS announce the formation of a new
architectural partnership at 23255 Wood-
ward Avenue, Ferndale 20, Michigan.

Both are graduates of the University
of Michigan, College of Architecture and
Design, and members of The American
Institute of Architects, its Detroit Chapter
and the Michigan Society of Architects.

Pirscher, a World War II bomber pilot
in the Marine Corps, was with Smith,
Hinchman & Grylls, Inc., Architects and
Engineers, of Detroit, and Madison &
Smith, Architects, of Royal Oak.

Havis also worked for the S H & G
firm, as well as for Giffels & Vallet, Inc.,
L. Rossetti, Associated Engineers and
Architects, and Albert Kahn Associated
Architects and Engineers, Inc.

The firm is engaged on industrial and
office facilities for two Detroit manufac-
turers, a store building for Flint, Michi-
gan, and several residences.

KARL O. VAN LEUVEN, JR., A.I.A.,
head of the Detroit office of Victor Gruen
& Associates, Inc., was speaker at the
Centennial Anniversary Dinner of the
Indiana Society of Architects, A.I.A. held
in Indianapolis on February 23. The
event featured Indiana's program for
that State's Sesquicentennial for 1966, in
which the Society plans to initiate ideas
for consideration in redevelopment pro-
jects for cities in the State. Van Leuven
spoke on the role of the architect in
creating a new environment for Ameri-
can cities.

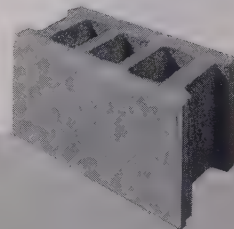
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CIETY, each year, conducts the "My
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The presentation is in the form of a 10-
minute talk. The winner of each local
Section contest may compete for regional
awards and finally for national recog-
nition. This year there are two separate
contests . . . one for residential lighting
and one for all other lighting.

The I. E. S. is particularly anxious
to have architects and consulting engi-
neers participate in the contest which
takes place April 9th in The Detroit
Edison Auditorium. For information and
an entry blank, call Leonard Gussow,
1112 Charlevoix Building, Woodward
5-6636.

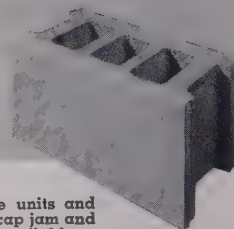
GEORGE M. BAYLERIAN, a draftsman
in the office of Giffels & Vallet, Inc., L.
Rossetti, Associated Engineers and Archi-
tects, has become an associate member
of the Detroit Chapter, American Insti-
tute of Architects, it is announced by
Gerald G. Diehl, Chapter president.

Baylerian, a native of Detroit, was
educated at Cass Technical High School
and the University of Michigan College
of Architecture and Design. He received
his bachelor of architecture degree from
the College in 1950.

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CLAUD W. FILER, who has long rendered distinguished service to the architects of Michigan, as representative of face brick companies, but is now retired, recently contributed to the archives of the Detroit Chapter, American Institute of Architects a copy of the "Catalogue of the Detroit Architectural Club," for the year 1900.

The 115-page book is illustrative of the work of such early Detroit architects as John W. Case, A. W. Chittenden, Donaldson & Meier, John A. Gillard, George D. Mason, Richard Mildner, Nettleton & Kahn, R. E. Raseman, Rogers & MacFarlane, Zack Rice, George H. Ropes, E. A. Schilling, John Scott & Co., Stratton & Baldwin, and J. M. Wood.

At the Chapter offices, all of the records of the architectural organizations in Michigan, from the earliest foundings, 70 years ago, have been brought together and placed in a fireproof safe. From these records, it is expected that "The Story of Michigan Architecture" will eventually be written.

THE DETROIT EDISON COMPANY INVITES ARCHITECTS to a meeting on Electric Space Heating to be held on Wednesday, April 3, 1957 at the Dearborn Inn.

The program will consist of a cocktail hour and dinner and equipment display.

Speakers will include: Kenneth Cunningham, on Water to Water Heat Pump; Bruce A. Spiller, Resistance Heating Applications; Ed Douglas, Air to Air Heat Pump. Each of the speakers is a recognized authority in his field with a message of interest to the architect. There will also be on hand for the panel the Detroit Edison Heating and Ventilating Engineer.

ALVIN A. CHARTRAND AND WILLIAM S. QUINLAN have been elected associate members of the Detroit Chapter, American Institute of Architects.

Chartrand, of Livonia, Michigan, attended San Francisco State College and California State Polytechnic College. He is employed by Schley & Ward, Architects, Detroit.

Quinlan, who resides at 17224 Sioux Ave., Detroit, graduated from the University of Detroit in 1956 with a degree of bachelor of architectural engineering and is employed by Robert C. Wakely & John M. Kushner, Jr., St. Clair Shores.

MICHIGAN SOCIETY OF ARCHITECTS, a Michigan non-profit corporation, has just renewed its corporate term for an additional 30-year period.

The Society was first organized in 1914, but was not incorporated until 1928. Next annual convention of the Society, to be held at Detroit's Hotel Statler, March 13-15, 1957, will be its 43rd. Society membership now totals more than 700.



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MONTHLY BULLETIN, THE MICHIGAN SOCIETY OF ARCHITECTS is now being subscribed for by members of the Student Branch Chapters of The American Institute of Architects at the College of Architecture and Design, University of Michigan, University of Detroit and Lawrence Institute of Technology, a total of about 150.

Each year the Detroit Chapter, A.I.A., devotes its May meeting to student activities and presents its scholarship awards. An annual issue of the Bulletin will be devoted to the work of members of the three student chapters.

VICTOR GRUEN & ASSOCIATES, INC., ARCHITECTS, of Detroit and Los Angeles, were featured in a four-page

article, illustrated in full color, in Fortune magazine for February, 1957.

The article, describing the firm's Southdale shopping center in Minneapolis, Minn., states "the idea of the center was inspired by the Italian *Gallerias*, where people pause to rest and sip aperitifs between visits to shops."

Pointing out that Southdale shoppers find parking lots adjacent to each of the center's two shopping levels, lockers for their overcoats and galoshes, and a supervised play area for the children, the article concludes:

"They also find relaxation and pleasure. Sparkling lights and bright colors provide continuous invitation to look up and ahead, to stroll on to the next store—and to buy."

WILLIAM P. LINDHOUT, A.I.A., announces the opening of his office for the practice of architecture at 33020 Five Mile Road, Livonia, Mich.

A native of Grand Rapids, he is the son of the late Pierre Lindhout, A.I.A., of that city. He received his bachelor of architecture from the University of Michigan College of Architecture and Design in 1950.

After employment in the offices of Grand Rapids architects, he became engaged by Leo M. Bauer and Associates, Architects, of Detroit. He is a member of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects.

ARCHITECT PAUL TILDS, A.I.A. announces the removal of his offices to 1021 Livernois Avenue, Ferndale 20, Mich. The new telephone number is Lincoln 8-4343. His offices were formerly at 18000 James Couzens Highway in Detroit.

Tilds also announces the reorganization of his firm to include Abraham Waranoff, A.I.A., under the firm name of Paul Tilds & Associates, Architects.

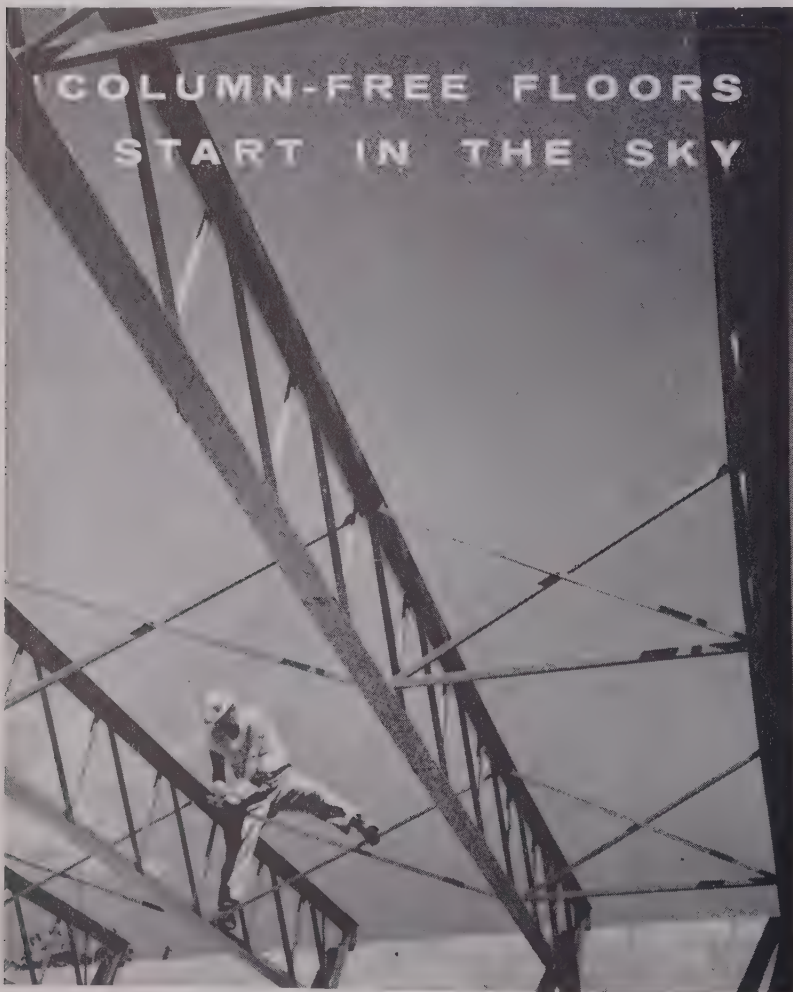
RALPH C. LLEWELLYN, A.I.A., has become a non-resident member of the Michigan Society of Architects, it is announced by James B. Morison, Society president.

Llewellyn is a member of the 65-year-old firm of Joseph C. Llewellyn & Company, Architects and Structural Engineers of 38 S. Dearborn St., Chicago, Ill.

His other professional affiliations include The American Institute of Architects, its Chicago Chapter and the Illinois Society of Architects.

THE COLLEGE OF ARCHITECTURE AND DESIGN, UNIVERSITY OF MICHIGAN, announces that the George G. Booth Traveling Fellowship in Architecture in the amount of \$2,000.00 will be offered this year. Upon request, applicants will be issued a form to be completed and returned not later than May 15, 1957. This competition is open to all graduates of the school who have not reached their thirtieth birthday on the date mentioned above. Prospective candidates should write at once to the Office of the College of Architecture and Design, 207 Architecture Building, Ann Arbor, Michigan.

ALDEN B. DOW, of Midland, Ralph W. Hammett, of Ann Arbor, and Swanson Associates, of Bloomfield Hills were among 35 architects from throughout the country who exhibited more than 100 examples of church architecture at the University of Maine, at Orono, Maine during January and February, 1957.

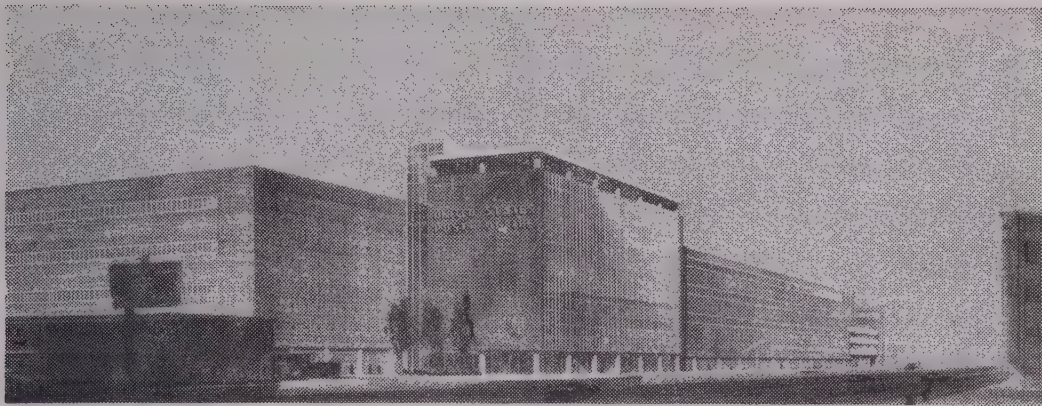


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Postmaster General Arthur E. Summerfield was the guest speaker at a luncheon meeting of the Detroit Tomorrow Committee in the Veterans Memorial Building and he unveiled a sketch of the approved architectural design for Detroit's new \$20 million Post Office building. Mr. Summerfield said that construction will begin early next spring on a site adjacent to Detroit's Civic Center and only one block removed from the Cork Town redevelopment project. The building will be completed late in 1958. The design was prepared by the Detroit firm GIFFELS & VALLET, INC., L. ROSSETTI, ASSOCIATED ENGINEERS AND ARCHITECTS.

Future Meetings

MSA BOARD, 1957, 2:30 P.M.

Thursday, March 14 — Convention, in Detroit

Friday, April 12 — Botsford Inn, Farmington

Tuesday, May 21 — Harmonie Club, Detroit

June — No Meeting

Wednesday, July 10 — 120 Madison Ave., Detroit

Friday, Aug. 2 — Grand Hotel, Mackinac Island

Monday, Sept. 23 — With Western Michigan Chapter, Kalamazoo

Wednesday, Oct. 16 — With Detroit Chapter

Tuesday, Nov. 12 — With Saginaw Valley Chapter

Thursday, Dec. 12 — Detroit

WESTERN MICHIGAN CHAPTER

DINNER MEETING, 1957

Monday, March 18 — Centennial celebration, Pantlind Hotel, Grand Rapids

Monday, April 22 — Lansing

Monday, May 27 — Grand Rapids

Friday, June 21 — Outing, Traverse City

July and August — No Meetings

Monday, Sept. 23 — With MSA Board, Kalamazoo

Monday, Oct. 21 — Election, Honor Awards, Battle Creek

Monday, Nov. 25 — Ladies' Night, Lansing

Monday, Dec. 18 — Grand Rapids

DETROIT CHAPTER

DINNER MEETING, 1957

All meetings at the Rackham Bldg., Detroit, unless otherwise noted. Board meetings 4 P.M. on the same days. Reception 6 P.M., Dinner 6:30, Program 8.

Tuesday, March 26—Douglass Haskell, at Detroit Institute of Arts

Wednesday, April 24—With Amer. Inst. of Decorators, The Whittier Hotel.

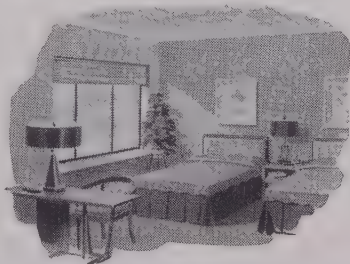
Friday, May 24 — Joint Meeting with student chapters

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IN MEMORIAM

The following Society members have passed away since the 1956 convention:

Budzynski, Delphin S. Sr.
Hass, George J.
Hogan, Merle W.
Jacques, Gilbert J. P.
Kingsley, George S.
McGrath, Joseph A.
Mester, Frank J.
Moxness, Troy J.
Sewell, Paul R.
Stachowiak, Stephen J.
Winter, Frederick J.
Wood, Barton D.

ROBERT O. DERRICK, A.I.A., has been made an emeritus member of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects.

A practicing architect in Detroit since 1921, Mr. Derrick formerly conducted his office in partnership with the late Branson V. Gamber, F.A.I.A.

WANTED — Experienced architectural draftsman.—UNiversity 4-2500

ARCHITECTURAL draftsmen and specification writers wanted. Some experience or training required. Housing available. Alden B. Dow, Architect, 315 Post Street, Midland, Michigan.

SITUATION WANTED—Architect, A.I.A., with long, varied experience on contemporary work, seeks permanent connection, full time, with established office. Also interested in free-lancing.—Box No. 165.

WANTED—Young man, preferably with degree in architecture and/or planning, or possibly engineering. Some experience desirable but not essential. Starting salary, \$5,012.80; after two years, \$6,052.80.—RICHARD FERNBACH, A.I.A., City Hall, Highland Park, Mich.

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WANTED — Architectural Designer, experienced, capable of responsibility for Chief Designer position in expanding firm conducting general practice. Architectural draftsmen, specifications writers, site planners and engineers also needed. Write, including full particulars, Sargent-Webster, Crenshaw & Folley, Architects, Watertown, New York.

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S. J. Stachowiak

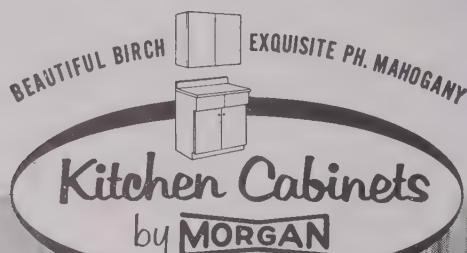
Stephen James Stachowiak, A.I.A., a Detroit architect since 1925, died suddenly at his home, 20863 Lancaster street, Harper Woods, on January 28. He was 59 years of age.

Born in Buffalo, N.Y. on October 31, 1897, he received his early education there and his professional education at the University of Michigan, where he received his bachelor of science in architectural engineering in 1925. For ten years he had been with The Detroit Edison Company, architectural department, and he had also been employed by architects in Niagara Falls, Buffalo and Syracuse, N.Y. He had also been registered as an architect in New York State.

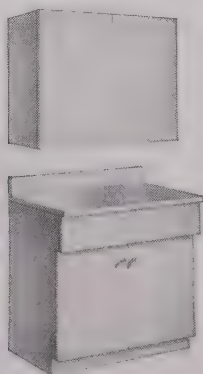
Mr. Stachowiak was a member of The American Institute of Architects, its Detroit Chapter, the Michigan Society of Architects, Polish Engineering Society, Exchange Club, and Knights of Columbus.

He leaves his wife, Alice; a daughter, Adele and a son, Ronald.

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Western Michigan Chapter

Western Michigan Chapter, A.I.A. held a joint dinner meeting with the Producers' Council, Michigan Chapter, January 28th in the Lansing Civic Center at which there was a good attendance. A total of 162 Architects, Producers and guests heard Walter G. Sandroek, President of the Council's Chapter, outline the services, aims and plans of the Council and urge that the joint meetings be continued. He brought back pleasant memories as he reminisced about the meetings held at Macatawa a few years ago.

President Ian C. Ironside introduced chapter officers and turned the meeting over to Program Chairman Howard De Wolf, who presented the A.I.A. sound and color film, "Architecture—U. S. A.," an excellent summary of contemporary architecture throughout the country.

A Chapter business meeting preceded the evening session at which William A. Stone, Chairman of the Practice of Architecture Committee, reported on the subject of Fees. Concluding that the booklet "Organizing to Build" is obsolete, he recommended that it be brought up to date and that building categories be further broken down.

Neil H. Smull reported on the program and plans of the Lansing Centennial Committee. Charles A. OBryon, Chapter Centennial Chairman, asked that the program outline be sent to all sub-committee chairmen for reference and said he would send a Public Relations Kit to the Centennial Committee chairmen.

Richard V. Prince, Jr., read the Treasurer's report.

Following adjournment of the business meeting, the members viewed table-top displays of building products in the small auditorium and enjoyed refreshments through the courtesy of the Producers' Council.

Chapter Centennial Meetings have been held in several cities and Centennial Co-Chairman have planned appropriate activities to coordinate with the nation-wide celebration.

In Lansing, a luncheon was held February 22 at which the speaker was Mr. Miles Boilen, Department of Urban Planning, Michigan State University. His subject was "The Architect in His Community." The toastmaster was Clarence L. Rosa and honored guests included Governor G. Mennen Williams, the mayors of Lansing and East Lansing, and civic leaders in the field of religion, education, industry and government.

Mayor Crego of Lansing proclaimed

February 17 to 23 as Architects' Week and WKAR-TV carried a panel discussion in which local architects took part, from 7:30 to 8:00 P.M. February 18th. Also, there was a 60-second announcement each Noon, throughout the week, over station WILS. Lansing architects held Open House in their offices February 21 and the lounge of the Civic Center featured an exhibit of models and photographs of recent and proposed building projects in the Lansing area.

In Kalamazoo, the Mayor, President of the Board of Education, President and Secretary of the Chamber of Commerce, President of the Junior Chamber of Commerce and representatives of colleges, contractors, radio and television met at a luncheon Thursday, February 21 at the Hotel Harris. Prof. Ralph W. Hammett, A.I.A. was the speaker, and

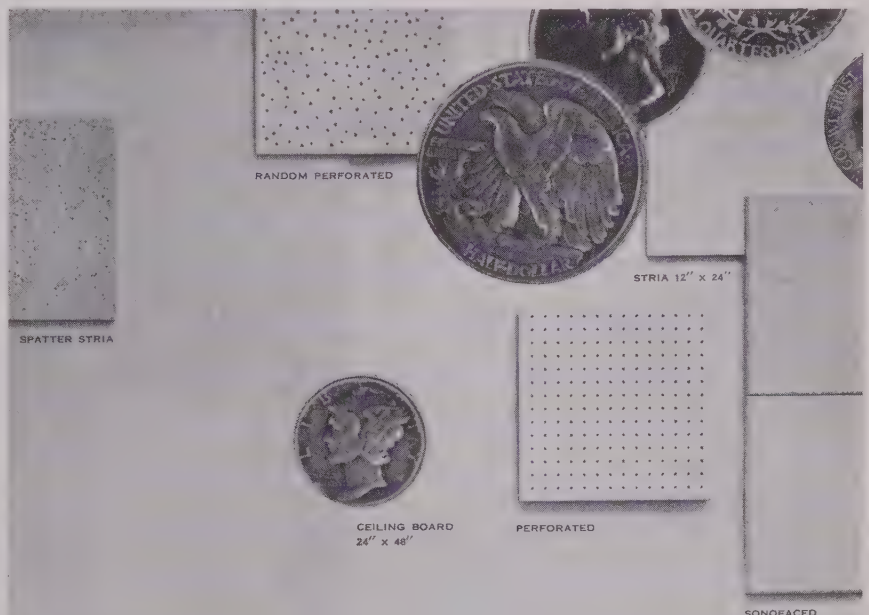
toastmaster was Peter Vander Laan.

Edward X. Tuttle, Sr., A.I.A. spoke at a luncheon of architects and guests held in Battle Creek Friday, February 22nd. There was a large attendance and excellent newspaper coverage of the event.

In Jackson, the Mayor issued a Proclamation and Co-Chairmen Claude D. Sampson and Carl C. F. Kressbach plan to issue newspaper releases.

Architects, contractors and civic leaders attended a cocktail party Friday in Traverse City and a Proclamation was issued. The Centennial is being publicized in newspapers and on radio and television.

Radio and television coverage has been obtained in Grand Rapids, a Proclamation was signed by the Mayor and the Centennial Stamp has been publicized.



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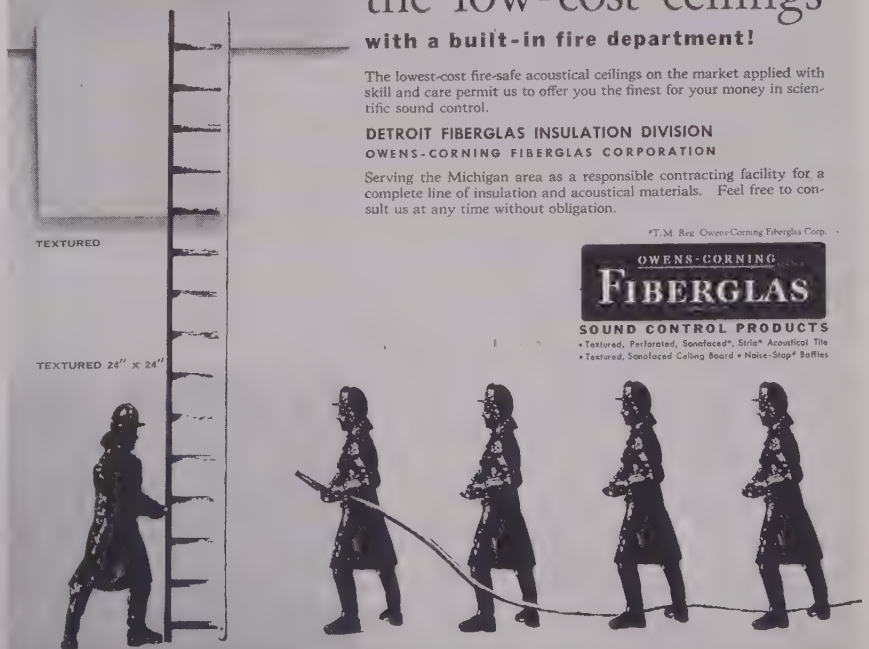
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BUILDING THAT ENDURES

Saginaw Valley Chapter

ROBERT B. FRANK, F.A.I.A., presented a most detailed and informative discourse on the world that he and his wife Saul took last year on the February 15 meeting of the Saginaw Valley Chapter, A.I.A. at the Commodore Restaurant in Saginaw.

Color slides and enlarged photographs supplemented the speaker's comments on the itinerary which included visits to Hawaii, the Philippines, Japan, Hong Kong, India, the Middle East, Greece and Italy.

Mr. Frank on several occasions emphasized the strong bond of friendship he saw with the members of the committee he visited. He suggested that all of us, especially newcomers, had a great deal to gain and to give through the interchange of ideas resulting from travel abroad.

The regular dinner meeting was called to order by A. Charles Jones, Chapter President. Treasurer Vincent T. Byrne welcomed the 100 members in attendance. Jones said the increase in subscription rates for the A.I.A. Monthly Bulletin was forthcoming and his motion for the Chapter increase yearly dues

of one dollar or fifty cents to cover the increase was approved.

Prior to the dinner meeting there was an informal business discussion by Chapter officers. The appointment of committees was discussed briefly and it was agreed that in most instances existing committees from 1966 should be continued. The names of James Tomlinson of Farm Haven, Bereside at Bay City and Dennis Tishlock of Saginaw were suggested as possible members of the A.I.A. Building Committee.

Emphasis was placed on the urgency for maintaining the A.I.A. Generalist Declaration on a chapter level. Robert Frank, a member of the State Committee for this observance was consulted and it was agreed to have a meeting of Chapter officers. Mr. Frank and others of the Committee within the next two weeks.

The March meeting will be held in Bay City, the program to be built around a Public Relations Workshop. Corporate members Joseph Goodwyn, Paul Bryselsaw, Douglas Morris and Donald Humphrey comprise the program committee.

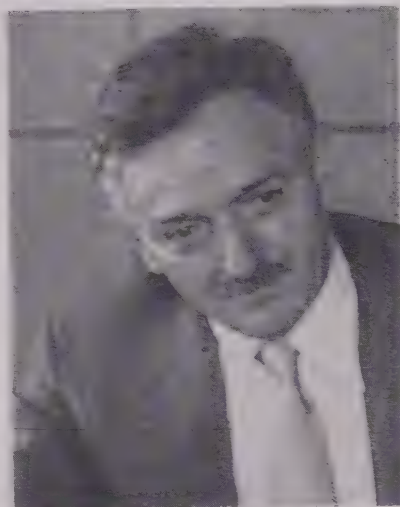
Detroit Chapter's Next Meeting

DOUGLAS HASKELL, A.I.A., Editor of The Architectural Forum, will lecture to a combined audience of the Detroit Chapter, A.I.A. and The Detroit Institute of Arts at 8:00 P.M. Tuesday, March 16. The lecture will be held in the Lecture Hall at The Detroit Institute of Arts. Mr. Haskell's subject will be, "Is it art?" Is it Architecture? Refreshments will be served to A.I.A. members and guests at a reception at 8:00 P.M. followed by dinner at 8:30 and Chapter meeting at 9:00. Those attending the dinner for \$1.25 will be provided with tickets for the lecture gratis.

In his editorial capacity and as writer and speaker Mr. Haskell has been a principal champion of the civic responsibilities of architecture and a moving force in the large redevelopment programs now in progress in many cities.

He started his career in architectural journalism thirty-two years ago with a stint as colleague Godkin and copious quotations from Louis Sullivan. Mr. Haskell was assistant editor of Creative Art under Lee Simonson and associate editor of Architectural Record under Lawrence Kocher, the pioneering advocate of contemporary architecture.

Mr. Haskell wrote the first regular column on architectural criticism in the United States beginning in 1932 in The Nation. He measured architectural articles in the Architectural Record, Literary Digest, Harper's American Saturday Evening Digest, and other publications. For ten years he wrote the annual architectural review in The New International Yearbook. He rejoined the staff of Architectural Record in 1943 and left for his



DOUGLAS HASKELL, A.I.A.

present editorship of The Architectural Forum in 1946.

Nichean architects will recall Mr. Haskell's participation in the famous Panel of the Younger Men at the Grand Rapids A.I.A. Convention in 1947 and his papers read at two Ann Arbor Conferences in 1946 and 1949. The first on "Beauty for Us" was published in Architectural Record, June 1948 and the second was on "Progress in Hedonia." The two titles suggest the wide range of Mr. Haskell's approach to architecture and building. Mr. Haskell was also the principal speaker at the Michigan Society of Architects Midsummer Conference at the Grand Hotel at Mackinac Island in 1949.



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Detroit Chapter Meeting Report

BIRTHDAY PARTY of the Detroit Chapter A.I.A. at Detroit's Hotel Statler February 12 was a huge success as you can see from the photographs in this issue.

The Chapter continues to set new attendance records—in this case 960. Chapter President Gerald G. Diehl presided and welcomed members and guests. He mentioned the many years of good relations we have had with other elements of the building industry and he thanked the General Committee.

Chair M. Dwyer, F.A.I.A. was brilliant as Toastmaster. He opened by saying that he had some very distinguished people to introduce and then praised the guests from the Bible as follows:

Ecclesiasticus: xlii: 1-12

1. Let us now praise men of renown and our fathers in their generation.
2. Such as have borne rule in their countries men of great power and endued with their wisdom shewing forth in the prophets the dignity of prophets.
3. Rich men in virtue enjoying beautyfulness living in peace in their houses.
4. All these have gained glory in their generations and were praised in their days.
5. They that were born of them have left a name behind them that their praises might be related.
6. And these are some of whom there is no memorial who are perished as if they had never been and are become as if they had never been born and their children with them.
7. But these were men of mercy whose quality deeds have not failed.
8. Good things continue with their seed.
9. Their posterity are a holy inheritance and their seed hath stood in the covenants. — From the Holy Bible, Douay Version, A.D. 1609.

Mr. Dwyer read two telegrams:

FROM WASHINGTON—"Greetings to your chapter on the occasion of your celebration of the 100th anniversary of the American Institute of Architects. Throughout the country similar affairs are being held. We as architects are proud of the past and look forward to the future and its challenge as 'a new century beckons.'" — ALEXANDER C.

ROBINSON III, CHAIRMAN CENTENNIAL OBSERVANCE COMMITTEE.

FROM LANSING—"Heartiest congratulations and personal good wishes as you celebrate your 100th birthday party. Sincerely regret unable to be with you for this fine event."—G. MENNEN WILLIAMS, GOVERNOR OF MICHIGAN

Mr. Dwyer then read the Governor's Proclamation for "Architecture Week" which we published in the last Bulletin.

The Toastmaster now introduced those of the speakers were Gerald G. Diehl, President of the Detroit Chapter A.I.A. and Mrs. Diehl; John M. Richards, F.A.I.A., First Vice President of The American Institute of Architects and Mrs. Richards; Walter G. Sandcock, President of the Professional Council of Michigan Chapter and Mrs. Sandcock; James E. Watson, President of the Michigan Society of Architects; C. Allen Horton, Chairman of the St. Lawrence Seaway Commission and Mrs. Horton.

In introducing other speakers Mr. Dwyer singled out Prof. Emil Lorch, F.A.I.A. who was in the audience saying that he had not only contributed greatly to the profession of architecture but toward recording our architectural heritage as well.

After the passing of the birthday cake Mr. Dwyer introduced Mrs. M. A. Kanka, Promotion Director of Goodwill Industries who was commentator for the production "Century of Fashions" which was the highlight of the program.

Following the delightful show the Toastmaster related an incident of the early days of the Chapter when a national convention was scheduled for Detroit. The Chapter committee had collected funds from contractors to help finance the convention and when word reached the national body they wrote that "under no circumstances could delegates to the convention be entertained at the expense of contractors." The Chapter refunded the money collected. Mr. Dwyer remarked on how times have changed and he added that "we couldn't do without you and we like to think for you wouldn't do so well without us either." These remarks were leading up to the thanks he extended to The E. C. Mahon Company for sponsoring the cocktail party which preceded the dinner. He then introduced Mr. G. Walter Scott of the Mahon Company and his party of twenty in attendance.



Mrs. Gerald G. Diehl; Detroit Chapter AIA President, Gerald Diehl; Mrs. C. Allen Harlan, Mr. Harlan, Mrs. Ralph W. Hammett; Centennial Committee Chairman, Ralph Hammett



Russell A. Curtis; Past President AIA, Clair W. Ditchy, F.A.I.A.; Mrs. Curtis, Mrs. Ditchy; First Vice President AIA, John N. Richards, F.A.I.A.; Mrs. Richards, Mr. & Mrs. G. Walter Scott



Prof. Emil Lorch, F.A.I.A., founder of the School of Architecture, University of Michigan; Mrs. Samuel Burtman and Mr. Burtman

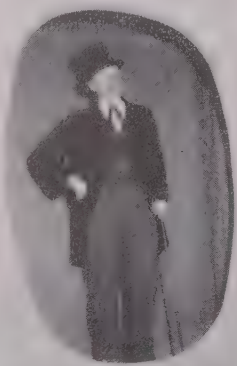


Russell J. Radford, Mrs. John O. Blair, Cornelius L. T. Gabler, Mrs. Frank E. North, Mr. Blair, Mrs. Gabler

"Birthday Party": Detroit Chapter's Celebration of the 100th Anniversary



"The Bride Wore White"



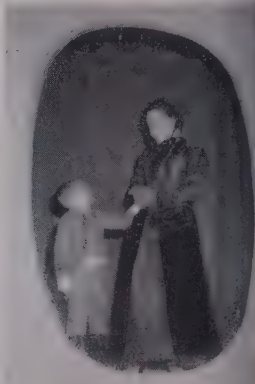
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"Sophisticated Lady"



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"To Market, To Market"

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troit, Mrs. M. A.
Kopka, Commentator





Past President Detroit Chapter AIA, Suren Pilafian; Mrs. Pilafian, Mr. & Mrs. Charles J. Bradley, Mrs. James B. Morison, MSA President James

Morison, Mrs. L. Robert Blakeslee, Prof. Blakeslee, Mrs. William E. Boyd, Mr. Boyd, Mrs. Arthur K. Hyde, Mr. Hyde, F.A.I.A.



Toastmaster Clair W. Ditchy, F.A.I.A., cuts 100th Anniversary Birthday Cake while Presiding President Gerald Diehl beams with pleasure during the historic event

Left: Mrs. Clair W. Ditchy, Mrs. Kenneth C. Black, Mr. Black, Mr. & Mrs. George F. Diehl, William H. Odell, Mrs. Talmage C. Hughes, Mrs. Odell; Birthday Chairman, Talmage Hughes, F.A.I.A.

The American Institute of Architects, Hotel Statler, Detroit, Feb. 22, 1957

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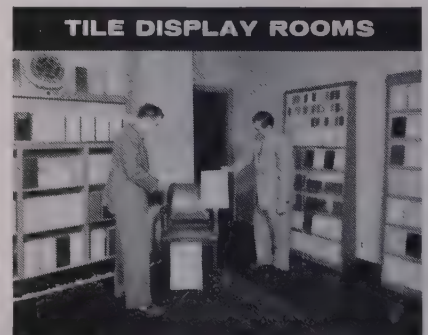
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Planning for Industry



EDWARD X. TUTTLE, A.I.A.

Edward X. Tuttle, A.I.A., Vice President, Giffels & Vallet, Inc., L. Rossetti, Associated Engineers and Architects, Detroit, Michigan.

A talk before the Fourth Annual Architects Conference, University of Kansas, Lawrence, Kansas, February 14, 1957.

In spite of what the geographers and astronomers tell us, it still can be said, as Oliver Wendell Holmes did many years ago, that "the axis of the earth sticks out visibly through the center of each and every town or city." I'm sure you feel, and rightly so, that this is true of this great midcontinent basin in which most of you live.

I had intended, at this point, to develop the concept that the area revolving about your axis was really the entire country. This seemed rather pat because we are, here in Lawrence, so near both the geographical and the population centers of the United States. I wanted to draw your attention to the great increase in the size of integrated areas during the past generation or two, but I have thought of another analogy which I believe is a better place of beginning.

Some years ago I visited a watch and clock shop in Buenos Aires for the purpose of purchasing some inexpensive watches to bring back to my young daughters. It was the largest shop of the kind I have ever seen; I wouldn't be surprised to hear that it is the largest of its kind. There were thousands and thousands of watches stored neatly in velvet trays in glass cases spread over a very large room. Every counter had its clock or two and the walls were covered with them from floor to ceiling; it was a setting for a Walt Disney plot to explain the 4th dimension.

I found the ladies' division, girls' department, \$10.00 counter and was shown a number of trays by a very amiable salesman. I slowly came to the realization that all the watches were set at the same time and all were running. When I mentioned this phenomenon to

the salesman, he said, "Oh yes, every watch and clock in this shop is running and is always within a minute or two of being on time. How do we do it? (he was winding a watch) There are about 25 of us selling on the floor and we wind while we work; we correct the settings as we go and send stopped watches to the repair department. That young man on the stepladder over there takes care of those we can't reach from the floor." A big pedestal clock in the center of the room boomed out 4 o'clock. I must have looked surprised for he said, "We don't wind strikes." That seemed to me to be a good idea anywhere.

There is nothing particularly profound about this illustration, but it is possible to compare the clock shop to American industry as a whole. In the shop, thousands of complicated and sensitive mechanisms were being powered, adjusted, moved, discarded and, in general, controlled by a group, which in itself was changing, and all of whom were cooperating to keep all the wheels going and in balance and to move the commodity to the consumer. That is about what is being done by American industry.

The water wheel is no longer the prime factor in locating industry because power sources are interconnected by interminable and intricate systems, wires, pipes, roads, rails and waterways making it possible to permit markets, raw materials and labor sources and other factors to play important parts in the determination of the location, size and life of industrial installations.

Dynamic American industry spreads itself over the country probing for markets, finding new sources of materials and labor, drawing some with it, devising new techniques to use indigenous ones.

Freed from the bonds placed upon it by water head and harbor, industry is free to give rein to its imagination and to make use of all available tools and conditions for the purpose of developing, increasing and supplying markets anywhere for its product. Weighted data on markets, transportation, fuel supply,

power, materials, labor, social conditions, taxes, politics can be fed into a computer which will produce a plant-site answer that, coupled with executive judgment, can locate an industrial plant and determine its size for profitable results. The same process, a few years later, can lead to increasing its capacity and/or changing the style or quality or type of its product.

Industry is not static and communities and suppliers of materials and services dependent upon it must be flexible and imaginative in their planning if they would make the most of their opportunities.

Though you appreciate it better than I, I want you to know that I am cognizant of the certainty of great increases in industrial activity in your huge central system of valleys. Most of the conditions mentioned before which determine locations for industry prevail in varying degrees over this area. In addition, there is a very definite trend toward the location of industrial plants in smaller communities. I am sure that you realize this also because your chairman asked me to give emphasis to the design of industrial installations in small cities. Actually, however, most of the principles of design that apply to large plants in large centers apply also to small plants in small centers—the smaller ones are just more fun, because one can be familiar with more of their parts.

We have no reason to suppose that the capacity of the human mind has changed very much for several thousand years, yet our existence appears to have become exceedingly more complex. I submit that we are able to cope with these complexities by the development of our abilities to delegate specialized responsibilities. We need not be capable of stalking our meat—we order it in a minute's time by telephone. In doing so we have commanded and utilized the services, skills and imaginations of the hundreds, perhaps thousands, of people who have contributed to the production, construction, transportation, storage and communications involved in attaining a result that might have required a day or more of our grandfather's life.

An architect today can, in a minute's time, place a symbol on a drawing and a short sentence in a specification that will result in the delivery of a number of windows to a job site. Within my time, it has been necessary to spend nearly a day to detail and specify units that were not as good.

One might conclude from this that architects, engineers and planners could play golf every afternoon and spend a couple of months in Florida every winter, but no, to be successful they must broaden their scope. Detailed planning and design of mass require as much skill and effort as ever and designers must give infinitely more attention to the coordination of the present and ultimate use of plant and to the contiguous com-



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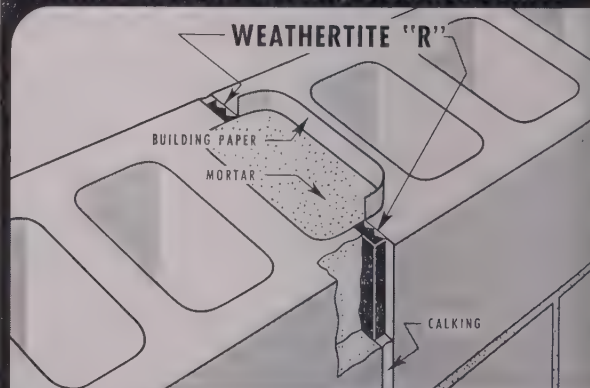
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munity plans.

It is hardly to be expected that the architect will become a skilled regional planner, but he must be conscious of the fact that we are in the midst of a great social and economic revolution. The cultural and economic standards of our population have been raised tremendously in recent years and, I am sure, will continue to rise at an accelerated rate.

As a people we are rebelling against the old necessity to occupy dwellings clustered about a plant which, when partially overrun by new plants, become undesirable and are reduced in value.

Our workers are investing directly in the securities of the companies for which they work, but, what is more important, through their pension funds they have become owners of a very substantial portion of American industry. These "new tycoons" as Mr. Peter Druker calls them, know that they cannot work efficiently and precisely in the dark, cluttered, inflexible plants of the past—they want better places to work and to live and at a lower cost in terms of their own efforts, and, let me assure you, they will have them.

Enlightened management is fully aware that standards of working and living conditions are reflected in profits; management realizes that its increasingly complicated machinery and intricate processes require more highly trained employees than in the past. The time is nearing when a high school education and a short time in a trade school will not be sufficient for a very important portion of them. This applies to all levels of employees in plant and office and to professional consultants. I read recently that a large company which now takes about 300 college graduates every year, anticipates that they may need several thousand per year as they advance in their development of more nearly automatic processes.

The educational upgrading of society has always gone hand in hand with higher living and working standards. I want to underline a few of the social and economic conditions and pressures which are having such a great affect upon the evolution of the industrial plant and the industrial community.

Our society is becoming more nearly classless and demands better and more stable living conditions. The upgrading of our labor force in education and skill is taking place at a rapid rate which increases the necessity for providing it with conditions for working which will extract the greatest return from the investment in its training. A trained employee can be considered a capital investment and should be guarded and treated as such.

Through insurance companies, pension funds and investment trusts nearly all of us own the country's business and industry.

Stabilization of employment and purchasing power is nearing a reality.

It may appear to you that I have dwelt overlong upon social and economic matters, but I have wanted to impress you with my conviction that industrial facilities are not and cannot be static. In its constant search for new and larger markets, and with new developments and ever-present competition, industry must be ready to change its processes, expand, restyle and change its product.

Architect, planners, engineer, community officials and educators must appreciate this, if they propose to contribute their respective shares to the maintenance of desirable social and economic balances.

I believe that the predominant number of you here are architects and it is my intention to direct my remarks to you. I feel that it is incumbent upon the architect to be informed upon all aspects of his community problems, if he is to make his proper contribution to its development; therefore, I propose to touch upon several subjects which are usually outside his control, but not beyond his influence. I would like to suggest a climate for thinking about industrial planning.

An artist facing a canvas prepared to paint a portrait doesn't start down at a lower corner with a wrinkle of a coat sleeve and carefully detail the sleeve and progress radially with the detailing process until he runs off the sheet somewhere, or discovers that only a quarter of the area of canvas is required. No, he selects his subject and establishes the size of the picture. With his charcoal he lightly spots the top of the head, the shoulders, a waistcoat button, picks out the chin; he may sweep a line through eyes and ears and another down the nose. His broad strokes establish the limits and the attitude of the figure. He continues to add lines and strokes all over the area ever shorter and narrower, but always over all and ever more refined until the work is completed all at once and, perhaps to the surprise of the uninitiated bystander.

Given reasonable market, materials and transportation potentials, I am confident that the most successful industrial community will be that one which first sets up overall objectives and starts with broad strokes and leaves to a later date its deliberations regarding the sensational qualities of fiction sold in its bookstores.

Pittsburgh was about to die a few years ago, and probably would have, but for an enlightened and frightened few who forced upon it a renaissance which wiped out great blighted areas, carved superhighways out of the rock, filtered the smoke and put on bright new make-up in the form of paint and green growth.

Detroit and the counties around it formed a regional planning commission which has gazed into a crystal ball and made definite plans for industrial development and growth, providing for residential growth and protection which

will make it possible for a family to feel safe in its investment in a house at a reasonable distance from work and a community center.

These awakenings have been costly for these cities and costly for their industries. It isn't necessary for a community to become addicted to sedatives at an early age. Steps can be taken and plans made which will prepare a community well in advance, for expansion and changing interests.

Planning for industry and planning for a community are remarkably similar and are necessary one for the other.

A conservative manufacturer requires at least four times as much land as he will need for his buildings and studies may very well indicate the advisability of making this ratio 3 to 1 or even 2 to 1 though plant expansion itself may not warrant it.

Plants are just not built if success is not anticipated, and successful surprises usually grow; doubling the total floor area can be expected. Cost of moving men and materials involved being as great as it is most of our plants are, and are rather sure to continue to be, on one level and expansion will be horizontal.

Employee parking requires about the same area as that for manufacturing as a general rule. Thus it is possible that a lively enterprise, having purchased land four times the size needed for its manufacturing operations, could easily, after seven or eight years, have doubled its floor space and used its entire property leaving no area for softball, landscaping or picnic lunches on nice days.

A city faces similar decisions when it acquires land for highways, parks, sewage disposal facilities, water works and parking lots.

I am going to return to the subject of expansion and versatility later because next to capital generation it is probably the most important of all considerations in planning for industry. At this point I want to call your attention to two aspects of industrial planning, about which not nearly enough is known. I refer to esthetics and recreation.

We have long accepted the wisdom of providing factory workers with good light, sanitary washrooms, filtered air, safe tools. We are conscious of the advisability of paying attention to their health and even to the health of their families. We don't consider these to be paternalistic attentions; we know that a healthy relaxed workman is more efficient, more productive. How far should we go with our contributions to a man's intellectual and recreational satisfactions?

Mr. Harry Prioleau, President of the Standard-Vacuum Oil Co., said that he had never seen such a use in moments when softball fields became available outside office windows.

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(or are subjected to) music while they work. Managements have invested huge sums to provide gymnasiums, libraries, theatres, evening educational facilities, vacation camps; they have set up co-operative stores, legal and banking services.

Some of you have seen the Johnson & Johnson plants set well back from a New Jersey turnpike. These are attractive buildings surrounded by broad expanses of well-landscaped grounds. I am sure that the company feels that the expense involved in producing an attractive appearance was justified by its advertising and public relations values. However, I have an idea that, in addition, they have realized some increase in worker productivity, some reduction in rejects caused by impetuous or unconscious worker carelessness. In spite of our professed addiction to being shabby and bearded in a fishing-camp, we feel better with fresh clothes and shaved faces. I believe that men are capable of pride in the places in which they work and that the work they do is about as neat as the washroom floor.

It is difficult to put a price tag upon the benefits to be had by providing for and encouraging what might be called extra-curricular industrial activities, principally because we have not developed satisfactory means for measuring the benefits. Research in this field is much needed, and some is going on. Color schemes for plants and equipment have been developed and are constantly undergoing revision; more records are being kept and psychologists all over the country are giving the subject their attention.

I doubt if I would advocate the provision of trout streams on every plant site or replicas of the gardens of Versailles in every community, but I feel safe in saying that any manufacturer or community that fails to provide in its long-range plans considerable space for grass and trees is apt to be confronted, in a few years, with the necessity to purchase some rather high-priced land and perhaps some buildings whose only value will be the space they occupy.

If I appear to persist in coupling community planning and industrial planning in my considerations here, I am succeeding in my intention; they are inseparable. The success of a manufacturing enterprise is dependent, to an important degree, upon the facilities and conditions provided by the community in which it operates, and the community depends for its economic health upon well-managed and appropriately located and diversified industry.

If there were a wide paved highway connecting my house and my office I could, at 5 o'clock in the morning, travel between them comfortably and safely in about 20 minutes, but those conditions don't prevail. I consume, chew up, burn up, waste 2 hours every working day (nearly 10% of my life) in making the round trip. I make use of some fine

expressways and multilane roads, but I also travel upon many narrow streets and wait for thousands of timid unskilled drivers to negotiate traffic lights and turn wide when they should turn narrow.

If I were subassembly, being fed to an assembly line in a well managed plant some means would be found to reduce my handling time. The company couldn't afford to have it working capital tied up in me for so long and under hazardous conditions at that.

We have been so delighted and intrigued with this new toy and tool (the automobile) that we have failed fully to realize that, like all tools, it has limitations. It is possible to install a conveying apparatus that would carry parts and subassemblies a distance of several miles, but it would undoubtedly be more economical to set up machining operations somewhere near the assembly line and feed them laterally to it by short conveyors. Savings in power, time and capital would be realized.

It would be presumptuous for me to pose as a planner, and I don't propose to do so; however, I feel free, as an architect, to suggest a schematic attack upon long range plans for industrial communities.

I suggest that we consider the community as a fabric belt with a red stripe in the middle running its full length and on either side 5 parallel stripes of different colors. Let the red stripe represent industry. The first stripe on either side will be transportation and communications; the second on either side, shops, stores, markets, theatres; the third, multiple dwelling units; the fourth, single dwelling units; the fifth, on either side, and probably green stripes, farms, gardens, golf clubs, grass and trees.

This belt can be split in the middle, bent or turned, elongated, shortened; it can be made the spoke of a wheel and can be paralleled by other belts of the same make-up. The stripes must not be permitted to encroach upon each other; expansion must be longitudinal.

The transportation arteries, made sufficiently broad, can accommodate all the roads, rails, pipes and wires needed to supply and serve the veins of the adjacent stripe zones freely and quickly and will serve to insulate the living areas from the fire and noise of the central red stripe.

Planning along these lines will have a strong affect upon the maintenance of property values and will contribute to the economic stability of the community. We seldom have the opportunity to lay out an entirely new city or town, but I believe that this method of attack can be made upon the problems in an existing community that requires modification.

Now let us have a look at the manufacturing plant itself. Perhaps, you were laboring under the impression that this would be the burden of my remarks. Well, it is, but like a battle, the logistics require more time and effort than the

fighting. A generation ago, when industrial architecture as such was new, it was smart to say that after a process was established, it was only necessary to wrap a shell around it to protect it from the weather. Such a premise today can be considered unenlightened and short-sighted. Processes are fluid and transitory; market demands are fickle; industrial product designers are capricious. Millions of feet of factory area have been discarded since the war because its owners could not meet competition within its space and service arrangements.

It is possible to lay out a plant and implement a process for a family of products which will produce efficiently and profitably for several years and then to discover that style and market have changed and new materials are available. Major process changes must be made, more headroom and more area are needed; new machinery must be installed requiring changes in services.

If narrow column spacing and permanent central washrooms and inaccessible services impede or restrict the new layout we are in trouble. You can swing a cat in a comparatively small area, but when you have a lion by the tail, you want some wide open space.

Actually, numerous aspects of the striped-belt concept of layout, mentioned before, as applied to communities can be applied to industrial plant design.

I believe that it is the consensus of both architects and industrialists now that plants should be designed to be related to the process in a general way as to size and shape, but with change in mind. Clearances and column spacing may be greater than needed at the beginning; waste lines may be laid in a grid system permitting tapping at frequent intervals; supply lines for steam, water, gas, air, electrical energy, and other fluids and gasses can be installed in the open truss work where they are readily available for new taps or redirection. Washrooms and other permanent obstructions are kept off the working floor areas by locating them in trusses above, to one side or below, if possible.

The increasing availability of well-designed, light-weight curtain wall units makes it possible to construct walls which can be dismantled easily for expansion purposes.

The pushbutton factory is rare and is not apt to be common for a long time, but machinery is steadily reducing manual operations and, as it becomes more complex, employee density is reduced and power and other service needs are increased.

The architect serves his client best who, anticipating change, plans in terms of open space and easily accessible services.

Assuming your permission to coin a cliché or two, I say: Keep in mind that markets are fickle, industry is dynamic, and paint first in broad strokes.

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Wayne State U. Oakland County

When in the years to come, Michigan State University erects new buildings on the 1400-acre Meadow Brook Farms estate, announced last week as part of a ten-million-dollar gifts by Mr. and Mrs. Alfred G. Wilson, the name of J. Robert F. Swanson, of Bloomfield Hills, head of an architectural firm bearing his name, necessarily must loom large on that campus.

For it was Swanson, first as chairman of the Oakland county planning commission, secondly as an individual aflame with more than a professional urge to see educational plants made available to American youth, who visioned this potentially vast project.

It was he who, after a year and a half of unceasing effort, eventually carried the idea to the Wilsons, culminating in their generous gift to the higher educational program for Michigan.

The History of Swanson's first vision of the need for an institution of higher learning for the ever-increasing college-aid population of this Oakland county area, through to the Wilson gift to MSU, is an interesting one.

It reveals something of the Swanson personality, of his wide experience in community planning, plus a nature that is tenacious in its persistence to see a good idea to physical completion.

In the spring of 1955 Swanson, as chairman of the Oakland county planning commission, became convinced that the time had arrived when Michigan's second most populous county should acquire the educational services of its own institution of higher learning.

Swanson's first feeling was that, perhaps on a county level, with maybe some state aid, a junior college might be established, eventually to become a full four-year college or university center.

"Where is a good place to locate it?" was the first question Swanson sought to answer. So he and George Skrubbs, director of the planning commission, began to study the problem. They related an educational facility to population, to roads, to possible land sites, to proximity of industry.

"Finally," relates Swanson, "we came to the conclusion that such a facility should be built some place between Square Lake road on the south, Walton boulevard on the north, and east of the city of Pontiac.

"This area, we found out, had within a radius of 15 miles (including a portion of adjacent Macomb county) a potential student population of 20,000. By 1970 we figured students would total 100,000. Certainly it was evident that this area needed an educational facility beyond the high school level.

"My first idea was to focus the need for such an educational facility on the government of Oakland county, plus state and perhaps federal aid, plus whatever various aids Michigan industry might offer," said Swanson this week. "I realized, too, that great emphasis could be placed upon the teaching of engineering, of the technological knowledge that contributes so much to modern American life.

"But the further I got into the subject, the more I realized the potential of such a venture. Within a few months from my first inception of the idea, I concluded that building and operating such an institution would be more than local agencies could afford. Land values in the area determined upon for such a plant were prohibitively high.

"What then to do? was the next question," smiled the indefatigable Swanson. "It was then I thought of contacting Mr. and Mrs. Alfred G. Wilson, who owned that wonderful 1400-acre Meadow Brook Farm, and that palatial Meadow Brook Hall . . . this latter edifice I visioned as a cultural and fine arts center as part of an educational facility."

It became evident to Swanson that if the Wilsons would make the gift of their property, perhaps it should become an extension branch of either the University of Michigan or Michigan State University.

So this possibility remained in Swanson's mind as he eventually, after many months of persistent effort, was able to sit down with Mr. and Mrs. Wilson to discuss the plan.

From the first, the owners of Meadow Brook Farms revealed interest in Swanson's program. Mrs. Wilson (the widow of John F. Dodge, co-founder of the Dodge Motor Co.) told Swanson that already numerous suggestions had been outlined to them for eventual use of their estate, located a few miles from the beautiful small village of Rochester.

However, none of them as yet proved acceptable. Swanson then realized that his vision slowly was approaching actual possibility.

It was not until December 1, however, that the Wilsons came to a personal decision that they would give their estate to Michigan. But even at that time it was not decided whether to offer it to the University of Michigan or to Michigan State University. Both institutions, however, had been told of the possibility of the gift to the state.

He first told his county plan board associates about this proposed university branch at their recent December 15 meeting.

In the meantime, Swanson, still on his own, began to contact numerous Michigan industrial corporations, notably the large automobile makers, as to their part in the development of this new educational center.

Swanson already had learned that the Wilsons desired to emphasize the technical phases of education, "to sort

of develop a Michigan smaller counterpart of MIT," explained Swanson.

It was while making these industrial contacts that Swanson, continuing his role as a sort of "educational plenipotentiary-at-large," learned of the impending gift of the late Henry Ford's "Fairlane" estate, plus \$6,500,000, to the University of Michigan.

Relaying this information to the Wilsons immediately resulted in the final decision to offer the vast estate to Michigan State University.

Mrs. Wilson, it will be recalled, served on the East Lansing institution's governing board from 1931 through 1937.

Formal acceptance of the gift was made between Christmas and New Year's days. Although he had knowledge since last October, of the Wilson's interest in giving their estate to some group, John A. Hannah, University president, did not visit Meadow Brook Farms until Dec. 26, in company with Swanson. Hannah had returned home Dec. 23 from an around-the-world trip for President Eisenhower.

Hannah happily stated he knew his governing board would accept the gift, and he believed the state legislature would place its required stamp of approval on the project early in this year.

An interesting sidelight of the development of the Wilson gift is revealed in an account of the day that the Wilson's finally decided to offer their property to Michigan. It was Dec. 1, a day when Bob Swanson was up at his hunting camp, at the close of the deer hunting season.

"I came in to lunch that day and was met by a Michigan department of conservation officer who asked me to telephone my home immediately," relates Swanson.

"I telephoned Mrs. Swanson who told me that the Wilsons wanted me to come to their home as soon as possible, to finalize their decision on the subject of an institution of higher learning in Oakland county.

"I arrived at Meadow Brook Hall, wearing my hunting togs, late that afternoon. Durward B. Varner, a vice president of Michigan State University, was there and had been shown over the property. At about six o'clock Varner left for his East Lansing home and I was prepared to go to my home for a change of clothes and dinner.

"You may recall that the Wilsons for some time have been living in a smaller home recently constructed for them . . . a home Mrs. Wilson herself was able to care for with a minimum of domestic help. She requested me to remain for dinner,—'just as you are Mr. Swanson', when I referred to my somewhat worn hunting outfit.

"Do you know what we had as the main course for dinner? It was plain, old-fashioned pork and beans, cooked and served by this remarkable woman who, though possessed of great wealth, continued to manifest her life-long ability

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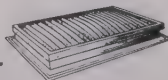
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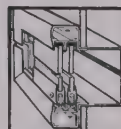


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to 'walk with kings yet not lose the common touch.'

"We spent that evening going over final arrangements for the presentation of Meadow Brook Farms and Meadow Brook Hall to Michigan State University, which culminated in public announcement of it at our luncheon Jan. 3 last week."

During the entire association with the Wilsons about the gift of their estate to education, they both exemplified extreme quiet modesty and humility. Mrs. Wilson repeatedly emphasized her own desire to make the announcement without any beating of drums or other fanfare.

Indeed, at the luncheon Jan. 3, though Swanson, who chaired it, had seated her at the head of the long table, Mrs. Wilson never uttered a single word. She had requested not to be called upon for any remarks.

This reporter watched her before, during and after the luncheon. Smiling quietly most of the time, dressed in attire that would be in the wardrobe of a woman of modest means, Mrs. Wilson lunched with 31 men, including her husband.

Nobody coming to that luncheon, unaware of her current generosity, would have imagined that Mr. and Mrs. Wilson had given eight million dollars worth of property, plus two million dollars in

cash, to the cause of public education.

Thus endeth the saga of the trail of a project whose original vision was conceived by Bob Swanson, architect of considerable national fame, whose twin vocational talent lies along the lines of community planning—planning of a type that relates not only to the development of the physical aspects of a project, but equally to those cultural values that for the larger part, lead mankind toward the "State of Civilization."

. . . and out of it all the Oakland-Macomb county area will become the location for an extension of the great educational opportunities offered by a state educational center . . . for the youth of today who will become the elders of tomorrow . . . for the good of the potential goodness of man!

Design Award

Mrs. Pipsan Saarinen Swanson, A.I.D., of Bloomfield Hills, was awarded the Louise Bolender award for 1957 in Chicago on Jan. 9 by the Home Fashions League.

This award was established seven years ago on the death of one of their founding members. In her memory and for her contribution to the home furnishing industry, the award has been given annually to a woman residing and work-

ing in the Midwest and who has made an outstanding contribution to some facet of the home furnishing industry.

FOR MASS PRODUCTION

Mrs. Swanson has for several years been active in designing for mass production, such as furniture, fabrics, glassware, lamps, etc. She is also well known for her interior design and is in charge of the interior and color department of Swanson Associates, Inc., architects, Bloomfield Hills, Michigan.

In 1955, Mrs. Swanson was chosen to design the Midwest Regional Home at the Merchandise Mart in Chicago sponsored and published by Life magazine. She was also selected last fall as one of twelve nationally known interior designers to design a "Dream Room" for an ad for the Pittsburgh Plate Glass & Paint Company, which will appear in several national magazines this spring.

SPECIAL ROOM DIVIDER

Last fall, Mrs. Swanson also received an award at the "Design in Hardwood" competition for outstanding achievement in custom furniture design for a room divider and music storage cabinet designed for the J. R. Adams residence in Bloomfield Hills.

At present, Mrs. Swanson is working on the interiors of several buildings for the University of Michigan at Ann Arbor, Eastern Michigan College, Ypsilanti, Michigan, and several other projects.

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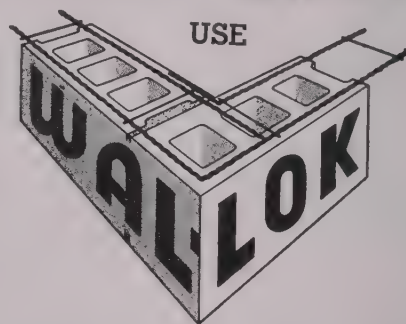
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Detroit's Machine-Age Architecture

A paper delivered before the Society of Architectural Historians, at The Detroit Institute of Arts, January 24, 1957, by Professor Ralph W. Hammett, A.I.A.

In order to prepare ourselves for the subject which I am presenting—at least so that we shall all be oriented to the same argument — let us go back into furthest history and briefly outline the various ages of civilization.

Western history is usually outlined and divided into distinct ages, or call the divisions periods of civilization, or cycles. Whatever we call these divisions, history has separated itself into five great cycles, each covering a period of several hundred years.

The first great historic age may be called the Ancient Near-Eastern Age, which embraced Egypt, Mesopotamia, and the early Mediterranean nations from about 3000 B. C. to 300 B. C.

The second great age embraced the Ancient Classic Civilization of Greece and Rome; roughly from 750 B. C. to 330 A. D.

The third age can be called the Age of Faith—to borrow the title from the recent work on that period by Will Durant—and covered the early Church of Christ from Constantine, 330 A. D. to the fall of Constantinople in 1453; and we might extend it to the fall of the Romanoffs in 1917.

The fourth age was that of the Grand Monarchs beginning with the Renaissance and the teachings of Machiavelli, through the glories of the Louis and Napoleon of France to the come-latelies of Kaiser Wilhelm, Mussolini and Hitler: 1450 to 1940. As we know only too well, the Grand Monarchial idea died hard.

Now we are in the beginning decades of the fifth period, the Machine Age, which got under way about 1800, and if all goes well will probably last until 2300, or possibly 4800. Who knows?

But let us reminisce a bit about the Age of Grand Monarchs, the age which has so recently ended; particularly since so many of us have divided loyalties. It was a brilliant, marvellous age. It was a way of life, a way of thinking: monarchy and church; king, God and country. It was a society of grand titles, grand armies, gold braid, brocaded clergy, Cardinal Richelieus, Madame de Pompadour, Versailles; and, throughout the world, hundreds of Versailles and lordly courts following protocol, and languishing over the lost glories of Rome. Even in this country, we had our 19th-century nouveau-riche pseudo-nobility, who built palaces on Fifth Avenue, at Newport, on the shores of Lake Michigan, and at Grosse Pointe in Detroit. It was based upon a highly stratified society, and a man's world that was non-scientific and classic to its educational foundations.

Brilliant, yes, and beautiful, but silly and false in many of its manifestations, whether we are referring to the cast iron

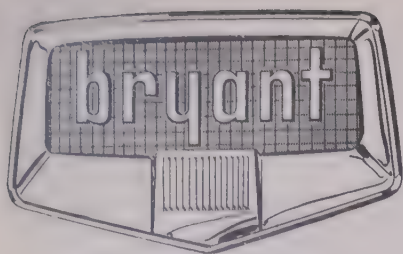
dome of the National Capitol building in Washington; or to an 18th century lady dressed up for court in powdered wig, silks, satins, and festooned billowy skirts.

Now this Machine Age started with a change in thinking that began to spread its roots about 1750 with the beginning of the industrial revolution, and the first stirrings of democracy. I think we can safely say that this age started with the drums of 1776, and the guillotine of 1790, quite as much as with the invention of the mechanical loom, the cotton gin and the steam engine. It gathered momentum in the 19th century with the development of the locomotive, the steamboat, the mechanical harvester, the discovery of oil, electricity, the telegraph, the telephone, photography, motion pictures, the phonograph, bessemer steel, portland cement, milled lumber, plate glass, aluminum, the electric motor, the centrifugal pump, the elevator, the gasoline engine, and the automobile. And with these examples, we are only scratching the surfaces.

Factories and machines took the place of home crafts, and the sciences edged their way into education along side of classical studies. Work and money-making no longer marred the status of a gentleman. A gradual change took place over the first 120 years—1800 to 1920: scientifically, economically, socially and politically.

This first period of 120 years might be called the Phase of Machine Craft; and this phase might again be divided into two sub-phases: that is, the first sixty years, 1800 to 1860, which can be classified as the Primitive Phase, or as Gideon calls it, the Phase of Cast Iron; and the second sub-phase, 1860 to 1920, which we can obviously name the Phase of Steam.

During this 120 years in the United States, we tested our democracy by the Civil War, whether "any nation so conceived could live half slave, half free." And during this time we developed a great continent and a great world knitted together by trans-continental railroads, trans-oceanic steamships, telegraphs, telephones, and now radios and airplanes. We have developed mass production for the masses; and business has tended more and more toward mass ownership, cooperative enterprises whether one is speaking of farmers cooperatives, or American Tel. and Tel. Meanwhile, a struggle for privileges has gone on between the men who manage industry, and those who work the machines. At this date, 1957, it is almost a draw to know who is benefitting most. Compared with the Age of Grand Monarchs, the masses are in the ascendancy, democracy is working. Even at the turn



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of the 20th century, each individual male was a man with rights and freedom in the United States.

Then, at the end of the Phase of Machine Craft—about 1920, at the end of World War I, we had women asking for equal rights with men, and being completely emancipated. From this time onward, throughout the Western World, women took their places along side men at the machines in factories, in business, in the sport's world, in the churches, and even in the drinking emporiums—now called cocktail lounges. At least it was at this time that the emancipated woman decided that she couldn't work, or play along side men, nor drive an automobile if she were encumbered with long skirts and long hair. So, in 1920 the Machine Age woman stepped out, and I almost said, "completely."

Yes, by the end of World War I, Henry Ford in Detroit had introduced assembly-line production, and we had the beginnings of automatic machinery that women could operate in most cases just as well as could men. The Machine Age had become an adult, we had entered the present phase, known as the Phase of Automation.

Now, at this point there are two statements which I should like to make which are pertinent to this paper: (1) that the Machine Age expressions in Art and Architecture did not grow out of the Classic Revivals, nor the Eclectic, but developed independently in parallel. Yes, as happened socially, and in politics, the Machine Age was in opposition to everything that pertained to the Age of Grand Monarchs. And (2), the Moderne Style, as it is popularly called, was not the exclusive brain child of two or three geniuses. There was a fairly large group of apostles who early caught the tune of the new machines and democracy, and who developed their art rationally in concurrence with the new way of thinking. Among these in architecture and engineering during the Phase of Machine Craft were Baltard, Labrousse and Eiffel of France, Joseph Paxton and Telford in England, Thomas Paine and James Bogardus in America followed by Jenney, Louis Sullivan and Wright in Chicago, Albert Kahn in Detroit, Berlage in Holland, Vander Velde in Belgium, and Behrens and Gropius in Germany. Some of this early group are still with us, to which we must add Le Corbusier, Niemeyer, and at least 95 percent of the present architectural profession. There are still some of the old school of the Grand Manor, God bless them; but they are passing fast, their age has gone.

But let us get to Detroit, to a city at the turn of the century that had grown on the site of an 18th century French trading post on the banks of the Detroit river. Detroit was not far different at that time from a hundred other American cities, but it did have certain strategic industrial advantages because it was a port midway between the iron mines and the coal fields. It was the natural site for a great industrial development. Detroit

had discovered and invented the automobile, and by the turn of the century had several competing automotive factories. Also, Detroit had a number of business men and bankers who were not afraid to invest in this young enterprise, and who were willing to gamble on new ideas and new inventions.

True, around 1900 the automobile was considered only a rich man's plaything; but by 1914, Henry Ford predicted that he would put a car in every American family, that he would make this "luxury" item a necessity. He was already manufacturing the Model T. Even in this early time there were many different cars being manufactured; chief in the Detroit area were Packard, Buick, Cadillac and Ford.

These were made in machine shops by skilled mechanics. The buildings which housed them were brick-walled, with mill-constructed interiors; i.e. wood columns, timber beams and plank floors. The brick bearing exterior walls were pierced by small double hung windows. The glass area was small and the glass was usually dirty. The interiors were badly heated, and were never painted. Sanitary facilities were improvised in courts or in back yards. Artificial light was by means of ten-candle-power incandescent carbon electric lamps, hanging on cords, one lamp per machine. Machines were operated by belts driven from shafts, either over head or under foot, and which were powered by a steam engine in a nearby coal-burning engine room. Every factory had a steam whistle which used to screech gaily at starting and quitting time at seven o'clock in the morning and six o'clock at night. Yes, these factories were very inefficient, dark, unsanitary and dirty.

Certainly, in 1900 few industrial buildings around the world could be classified as architecture. They boasted no scientific study, and had no elements of art. Sophisticated members of The American Institute of Architects talked and dreamed of a domed library of Congress, a Pantheon at Columbia University, or vaulted halls at Massachusetts Institute of Technology. Factories were necessary evils that were ruining their classic dreams; factories were the antithesis of the Beaux Arts. If there was any scientific planning or work to be done in connection with factories, that could be done by builders and engineers; architects were not trained to think along such lines.

But in Detroit there was a young architect who had come up the hard way, he started as an office boy. By 1900 he had an organization, quite different from the atelier idea of most of his contemporaries. He had a sharp inquiring mind, and was not afraid of long hours and the hardest work along side his men; in fact, from its very start, Kahn's office was an organization to which every man contributed. Yes, Kahn was different, and his office was different, and one of his favorite quoted remarks which used to shock his contemporaries was, "Arch-

itecture is 90 percent business and 10 percent art;" just as Thomas Edison used to say that great ideas came as a result of two percent inspiration and ninety-eight percent perspiration.

So, when Henry B. Joy, then president of the newly organized Packard Motor Company walked into Albert Kahn's office in 1903 and asked him to design a factory, he was ready and pleased. He had never designed a factory before, neither had anyone else in the true sense, but he was willing to try. He was then thirty-four years old, and his office had been established for seven years. It is characteristic of Mr. Kahn that he did not follow the mill construction of the time, but used reinforced concrete frame, and steel sash imported from England. We must not minimize the importance of these choices. This was the first reinforced concrete factory in the world, and at a time when concrete handbooks were non-existent. This was the first factory where light was considered important, and it started a study of factory lighting that covered forty years by Kahn's office and other industrial specialists.

This Packard Motor factory was so successful that other commissions came fast. Manufacturers realized that here was a man with an organization that was in tune with their problems. Kahn's reputation as the designer of new types of factory construction spread from coast to coast and abroad. Not only did he do factories for automobiles, but plants for business machines, food, textiles, and the full gamut of the growing list of manufactured articles. But, whatever the project, in planning and designing the structure, the following items were considered: easy handling and efficient flow of materials from the raw product to the finished item; proper human circulation from factory gates to machines; power flow; safe and efficient operation of the machines, and above all proper consideration for the comfort, sanitation and health of all employees. Yes, Albert Kahn and his organization, lifted the factory building of the turn of the century from just ill-considered structures to the realm of architecture.

One item of building, but a very important one, might be mentioned to the credit of Mr. Kahn and his quest for better factory lighting, and that item is Trus-Con windows. When he designed the Packard Plant, he imported Hope casement steel sash from England, but in subsequent commissions he soon realized that America needed a good economical steel sash, particularly for its industrial work. So he invented Trus-Con steel sash; and from this has come our modern projected sash that is used in every type of building being designed today. And, they still haven't improved much on Mr. Kahn's first steel sash of 1910.

In 1911, Kahn did the Ford Plant at Highland Park, a multi-storied factory on the principal of the Packard Plant, but completely geared to assembly line production. Then, also in 1911, he did the

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Paige-Detroit Motor Plant for the Jewett automobile, and the Continental Motor Plant, the first all-on-one-floor factories with monitored skylights. These factories were milestones, as they were fabricated by the use of light steel frames, giving greater clear spans than were possible with reinforced concrete. The saw-toothed roof increased the spread of daylighting on the interiors and started a new direction in factory planning.

It is interesting to speculate on what this daylighting was doing to our citizenry; and for this we can go back and see some of the early work such as the Kelsey Wheel Plant on Michigan Avenue, designed before World War I; and consider the interior of the Highland Park Ford Plant, where, during production from 1912 onward, workers and sightseers were becoming accustomed to white walls and ceilings, and white-costumed floor sweeps who kept the building spotless. In 1919 the efficiency of space, and the brightly lighted interiors of the Buick Plant in Flint were beginning to make our ill-lighted schools, office buildings, hospitals, and homes seem dingy and obsolete. Remember that in the decades up to 1940, most of our schools were being designed as multi-storied structures in classic or collegiate Gothic. Many were rather beautiful monuments but most were ill-lighted and inefficient by the standards being set by Albert Kahn's industrial work.

By World War I, Albert Kahn's office had grown to be one of the largest, and certainly the best organized, offices in the United States; and, he was commissioned by our government to design several airplane factories for that new industry which was being born and was swept into production during that war.

Albert Kahn was one of the titans of the first half of this century, yet he was always humble and gave full credit to his organization. However, if Albert Kahn had done nothing more than develop his organization as it was in 1940, his accomplishment would have been more than that of most men. By World War II, near the end of Mr. Kahn's life, he had been "Packard's architect for 35 years, Ford's for 30, Chrysler's since the firm was incorporated in 1926, General Motors on 127 important structures. In 1929, the output of his office was considerably more than a million dollars worth of work per week."¹

Yes, up to the 2nd phase of the Machine Age which started after World War I, Albert Kahn was Detroit's great contributor. He was one of America's great apostles of the Machine Age, ranking with Sullivan and Wright, possibly even greater. He was an excellent speaker, but always too busy to do much more than talk with his draftsmen, or an evening informally with a group of students in architecture at the University of Michigan. His credo was, "Influence through example."

During the 1920s he built the great

¹George Nelson, "Industrial Architecture of Albert Kahn, Inc., New York, 1939.

Ford plant at River Rouge, Dearborn; and I should mention the Ford Rotunda for the Century of Progress Exposition in Chicago in 1934. This subsequently was moved to Dearborn and rebuilt as a reception and exhibits building. But the important fact about the River Rouge Ford Plant was that it served as an industrial design laboratory for Albert Kahn. He tried out every type of factory building there, and culminated his design project in the Chrysler DeSoto plant on Wyoming Avenue, on the western boundary of Detroit. For this design he received a medal in 1934. This was followed by the Dodge Truck Plant on Mound Road in northeast Detroit, built in 1938, one of the buildings which was included in the Museum of Modern Art show, "Built in U. S. A.," in New York in 1945.

Finally, in 1941, Albert Kahn designed the great Willow Run Bomber Plant at Ypsilanti. This plant is one of the great industrial buildings of the century. Here is a building of light steel construction, mostly on one floor, and because of the war and blackout, it was necessary for it to be lighted and air conditioned artificially. Here in 1942 was an interior as bright as sunlight, clean, pleasant and efficient. Here were well-groomed men and women working along side each other, and both might be operating moveable cranes, or automatic machinery. Men and women could operate machines while sipping soft drinks purchased from company snack-vendors who operated carts along the aisles. Locker and rest rooms were on mezzanines nearby, though this bit of planning had been worked out by Kahn two decades before. Also this building contained drafting rooms, offices, restaurants, and a hospital for emergencies and first aid. This great ensemble is truly wonderful, but hardly more so than hundreds of other factories that were being erected, or had been erected in the late 30s.

Atomic energy may give us advanced sources of power, and may lead to another phase, twenty, thirty or more years hence, but the Phase of Automation was born to industry by the automotive engineers about the time of World War I. It could be seen quite full grown in the Willow Run Bomber Plant during World War II.

There is one anachronism that should be mentioned regarding this era between World Wars (1920-40), and that is the cultural lag in the arts and architecture. Science and industry were in the Machine Age, but most of our education and art was still prating about eclectic styles of the past, and dreaming over our classic heritage. This was no less true of Albert Kahn. He maintained that his industrial work was one part of his office, and that most of his other commissions belonged to another. When he received commissions for buildings such as Angell Hall, or the Clements Library at the University of Michigan, or the Fisher Building, or General Motors Building, he allowed his designers to dress them with

eclectic styling. All of this work was compromisingly efficient, but no doubt had to be eclectic in order to satisfy the clients. Angell Hall has a great Greek Doric porch, Clements Library is an adaptation of the Orangery of the Castello Farnese at Caparolla, Italy. The General Motors Building is dressed with classic orders, and the Fisher Building is pseudo-Gothic after the Woolworth Building in New York City. There is little doubt that the only buildings his firm was allowed to design with a fresh approach were the factories. It is for these that Albert Kahn was great, and for these that Detroit is famous.

Now the question is posed whether or not this industrial architecture of the first third of the century has influenced other work? My contention is that it has: that, as the machine has led this age, and as Gideon says, "Mechanization Takes Command," so this architecture was developed in Detroit, and in no small part by Albert Kahn, its chief apostle.

Look at our school buildings, and you can see an early departure in design by Linden and Smith—now Eberle M. Smith Associates — in their Northville School of 1936, followed immediately by the Beecher High School in Flint. There was no place in Flint for a collegiate Gothic high school when dad and big brother were working in the well-lighted and efficient Buick plant.

Airplane views of recent schools from coast to coast show site planning that is analogous to Kahn's factory layouts of the 1920s. Interior planning and construction also show the new thinking along the lines of Detroit's industrial know-how. There is no reason to belabor the point, but I shall show slides of Northland Shopping Center by Victor Gruen; the General Motor's Technical Center, by Eero Saarinen, Architect and Smith, Hinchman and Grylls, Inc., Architects and Engineers, and close by showing the Ford Administration Building in Dearborn, Michigan, by Skidmore, Owings and Merrill.

Wherever we look, whether at apartment houses, office buildings, hospitals, museums, college buildings, research centers or even churches, all are becoming increasingly affected; all are getting increasingly in tune with mass production, with the machine, with the living and thinking of this age. Architecture is now for the masses.

There is little doubt that the end of the Age of Grand Monarchs began in 1917, and was given its knock-out blow in 1945. Long live our republican way of life; long live democracy!

Long live Detroit, one of the great industrial centers of a great industrial nation; and a rapidly expanding industrialized world. May this age which started in 1800, the fifth great cycle of Western civilization, break all pre-established records of durability, and not end before 4800 A. D. Long live the Machine Age!

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Producers' Council MICHIGAN CHAPTER

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Calendar of Coming Events

- Mar. 14—Producers' Council Cocktail Party in connection with 43rd Annual MSA Convention, Hotel Statler, Detroit
- Apr. 8—E. F. Hauserman Co. Dinner, Coral Room, Fort Shelby Hotel
- Apr. 12—Building Products Caravan — Hotel Statler
- May 13—Dow Chemical Dinner, Fort Shelby Hotel
- June 10—Business Meeting Dinner and election of officers, Fort Shelby Hotel

THE SCHEMATIC PLANS of component reactors for Nuclear energy were illustrated by slides and a talk given by Andrew R. Jones of the Pittsburgh office of Westinghouse at the Mechanical Trades' Night dinner of the Michigan Chapter, Producers' Council, at the Hotel Fort Shelby on February 12th. Over 170 attended the meeting.

At the speakers table besides Jones were Fred Muller, Bill Snure, Ted Seemeyer, Ray Ott of Westinghouse, Walt Sandrock, Charlie Trambauer, Henry Hall and Don Ollesheimer.

Some of the others at the meeting were Hollister Mabley, Leo Perry, Rex Marshall, Al Hann, Russ Wentworth, Bill Commons, Ted Anderson, Charlie Houff, Don Snarely, L. R. Hendrickson, Charlie Thornton, Roy Smith, Ralph Roach, R. B. Robertson and H. A. Dallacqua.

A question and answer period followed the program.

THE BIGELOW CARPET COMPANY has prepared a kit containing samples of various qualities of their manufacture which the architect can refer to easily for decorative schemes and furnishings for buildings. Each sample is marked with the specifications and a recommendation for areas where it may be used.

These kits are available to interested architects on a no charge basis—address requests to Mr. Kenneth S. Croxall, Contract Division, Bigelow Rugs and Carpets, 15763 James Couzens Highway, Detroit 38, Michigan.

HEINEMAN & LOVETT COMPANY, waterproofing contractors, have moved to their new location at 8700 Tireman Avenue, Detroit 4, Michigan. The new phone number is WEBster 3-7161.



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PRESIDENT AUCH

FRED AUCH, of the George W. Auch Co., general contractors, has been elected president of the Builders' and Traders' Exchange of Detroit.

Other officers are:

Clyde Bickel, of Clyde Bickel Co., manufacturers agents, and Edward Harrigan, of Harrigan Reid Co., plumbing, heating and air conditioning contractors, vice president; George Suliburk, of Cruickshank, DeCou & Suliburk, insurance brokers, treasurer.

Newly-elected directors are Walter Hough, Yale Rubber Co.; Paul Schuster, Schuster Equipment Co. Inc., and Suliburk. Other members of the 1957 board are Benjamin Capp, Wolverine Marble Co.; William Restricks, Jr., Restricks Lumber Co., and Herbert Turner, Turner-Brooks, Inc., floor covering and insulation contractors.

E. J. Brunner enters his 30th year as secretary-manager of the exchange, and John McGarrigle, his assistant, enters his 29th year.

THIS INTERIOR (right) of the Wyandotte Savings Bank, Wyandotte, Michigan, features a Desco Aluminum door and panel treatment. Beauty and ease of maintenance are achieved in a frame for one of the many interesting new patterns in glass.

The use of aluminum doors is no longer limited to exterior entrances. The sleek, modern combination of glass and metal has moved inside to provide partitioning and privacy plus handsome appearance.

Shop entrances off hotel and office building lobbies led the way. Now the pairing of aluminum and glass is being introduced into all types of business and industrial interiors.

Architects are pleased with the organic-decorative effects possible, reports E. R. Holtz, president of Desco Metals Co., Detroit, Michigan. This sort of treatment for partitions results in new standards of elegance plus utility.

A CHAMPAGNE WELCOME is in store for a few lucky visitors to the MSA Convention in Detroit, through the courtesy of the Straits Products Company, one of the many exhibitors.

Straits booth No. 24, will display many of their folding doors, and among them will be featured an Accordion folding door attached to a plastic case containing several bottles of champagne. Each visitor, as he registers, will receive a hospitality key. If this key opens the Accordion door, the holder is entitled to one bottle of champagne, free, which should prove, Straits offers the "champagne of holding doors." Be sure to get your hospitality key as you register, you may get off to a champagne start.

THE CONSTRUCTION SPECIFICATIONS INSTITUTE, Detroit Chapter, held a Hardware seminar at its February 5th dinner meeting at the Rackham Memorial.

Among those who spoke were William H. Beeby of Fenestra, Inc.; Richard Andridge of Detroit Sterling Hardware Co.; Clyde Bennett and Earl Bronson of Mills Co.; Chester A. Moores of Sargent Hardware Co.

The Hardware discussion proved to be of great interest to the members of the Institute and Michael Bonczak of Contractors Hardware Co., also gave from the audience a lengthy and illuminating dissertation on the whole hardware movement which was most comprehensive.

Frank Couch of Smith, Hinchman & Grylls Associates, as president, presided at the meeting. The next dinner will be held on March 5th at the Rackham Memorial at 6 P.M., when an open discussion meeting will be held.



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Seven Steps—From Start to Finish—In Application of New Lightweight Skylight

A NEW, LIGHTWEIGHT SKYLIGHT is gaining attention in the building industry because of the new possibilities it offers in roofing.

It is manufactured under the trade name "Marcolite" by The Marco Co., of East Orange, N. J., and distributed in this area by Cadillac Glass Co.

Corning Fiberglas plant at Barrington, N. J., shows the natural lighting design through the use of the 126 Marcolite skylights. (Picture 7).

One of its recent applications was in the Owens-Corning Fiberglas plant at Barrington, N. J., with the installation of 126 prefabricated and preassembled Marcolite skylights, each 9' x 20', considered one of the largest installations of its kind in the country.

"Despite the nine-by-twelve size, the units weigh only 282 pounds," said Robert Cunningham, sales manager for Cadillac Glass.

Standard Marco frame extrusions of the Model for Use over Curb Construction type were used in the fabrication of the skylights. Extruded aluminum truss members were heli-arc welded to the perimeter frame (Picture 1), creating a wing-type structure to receive the fiber glass plastic paneling.

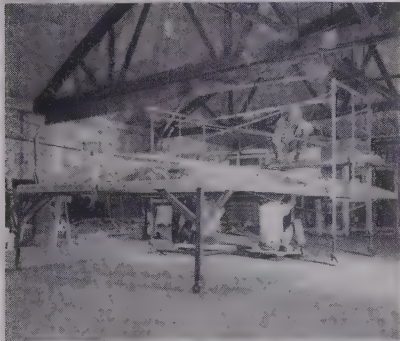
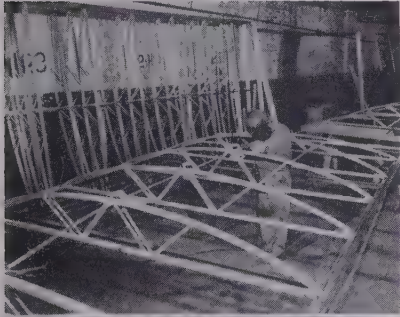
Preformed fiber glass reinforced polyester plastic sheets, curved to a 12-foot radius, in a corrugated form, were joined mechanically (Picture 2) and with mastic to form a one-piece panel which set over the aluminum frame.

An extruded aluminum retaining member was then applied (Picture 3) to hold the plastic panel in place.

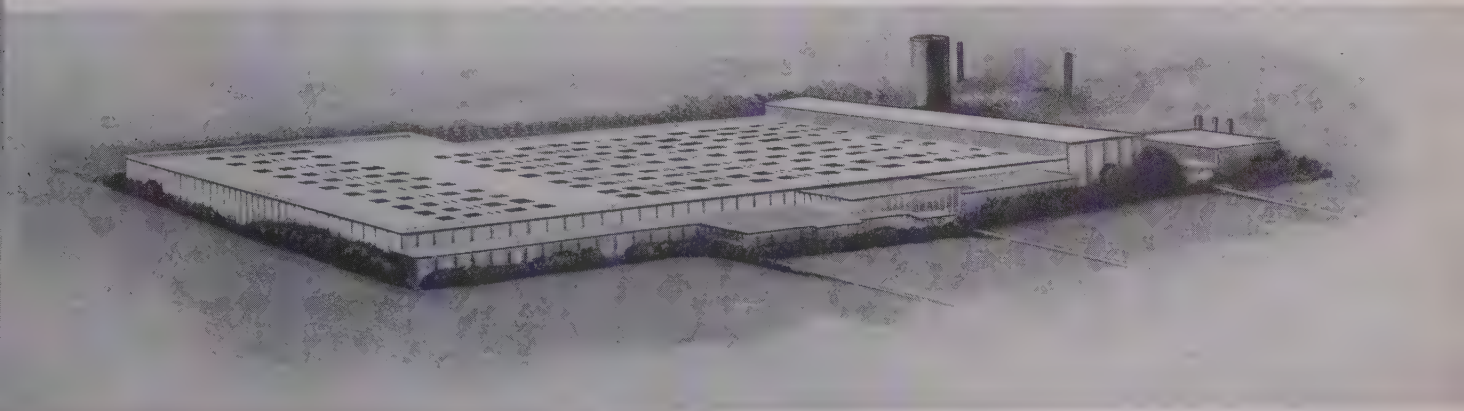
The Skylights, weighing only 282 pounds are easily handled (Picture 4) and were crated for shipping to the installation site in specially extended trailer trucks (Picture 5) which handled 10 completed units at one time.

At the jobsite, the skylight units were easily hoisted to the roof and placed on the prepared curbs (Picture 6).

Architect's drawing of the new Owens-



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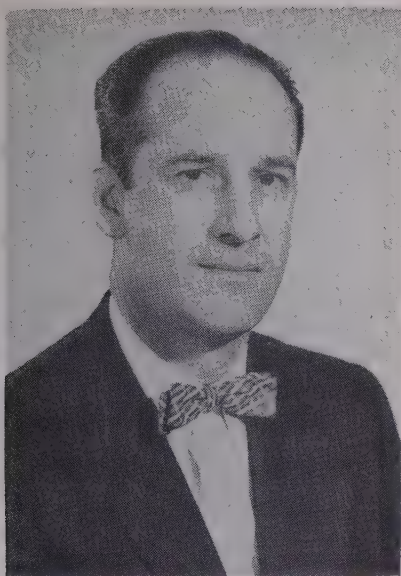
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New PHI Secretary Manager

JOSEPH BANTLE, formerly with Amstam Corporation and Coon-DeVisser, has been appointed Secretary Manager of the Plumbing & Heating Industry Fund of Detroit.

Important among Bantle's duties will be his availability to architects and engineers on a consulting basis regarding all plumbing and heating matters. Bantle's services, offered on a complimentary basis, are part of an over-all plan on the part of PHI to further both professional and public understanding of the important role played by licensed plumbing and heating personnel in modern day construction and maintenance.

PEPCZYNSKI PIERCE DESIGNERS announce new offices with the C. A. Finsterwald Co., at 714 West McNichols Road. Previous offices were located on Archdale Avenue, Detroit.

The members of the firm are Al Pepczynski, sculptor and designer and Lillian Pierce, ceramicist, designer and former head of the Design Department at the Art School of the Society of Arts and Crafts.

All-inclusive design and consultant services are offered for commercial, professional and industrial interiors.

AL KINGSBURY announces the formation of the Architectural Woodwork Company, to deal in custom millwork and prefinishing, at 6615 East Jefferson Avenue, Detroit 7. The new telephone number is LOrain 7-8600.

JOHN LANZETTA is the new president of the Detroit Tile Contractors' Association. He was inducted recently at the annual installation banquet along with other officers, who are: Edward Servito, vice president; Robert Michielutti, secretary; Leslie W. Page, treasurer; and Hover Palazeti, Jack Bruny and Louis Fumagalli, directors.

William T. Piersante, of Dearborn, president of the national Tile Contractors' Association of America, presided as toastmaster for the occasion.

HARVEY ALUMINUM announces the removal of its Detroit engineering offices to 16244 James Couzens Highway, Detroit 21, Mich. The new telephone number is UNiversity 4-1030.

Don McLeod is district sales manager of the Michigan office, which was formerly located at 505 Park Avenue, Detroit.

MODERNFOLD DOOR SALES CO. of Detroit, Michigan has two enterprising partners in Chuck Kalb and Russ Wentworth. They are on the verge of planning an architectural public relations program which promises to be of great benefit to the architects as well as to the suppliers of materials that the architects use.

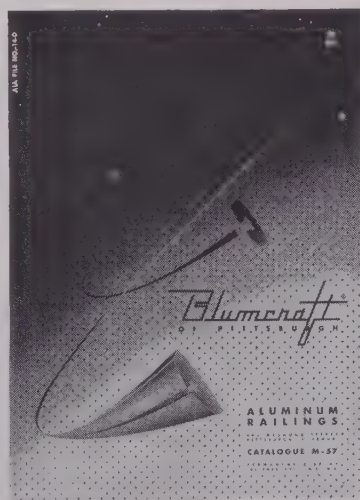
FREDERIC B. STEVENS, INC., of Detroit, Michigan have sent out First Day Covers of the AIA Centennial—a collector's item—to their many friends in the building industry. And in their letter they P.S. "And when you need brick, tile, Anti-Hydro, masonry saw blades, etc., during the next 100 years, remember to call us—TASHmoo 5-0725."

BRAND-NEW JOURNEYMEN PLASTERERS were presented with their graduation certificates at a special banquet held February 23rd in the Arabian Room of the Tuller Hotel, Detroit, Michigan. Signifying completion of the apprentice training program given by the Vocational Education Division of the Detroit Public Schools, graduation certificates were awarded during the ceremony. One of the highlights of the affair was an address by Dr. Samuel Brownell, Sup't of Detroit Public Schools.

The banquet was sponsored by the Bureau for Lathing and Plastering of the Detroit Area in co-operation with building material suppliers, manufacturers, and contractor and labor groups. Neal Burchfield, director of the Bureau for Lathing & Plastering of the Detroit Area, stated that the apprenticeship program encompasses four years of planned class work and on-the-job training. Burchfield revealed that the students receive instruction in all phases of residential, industrial, institutional and commercial plastering, including ornamental work, acoustical plaster and latest improved techniques of application.

The graduates were addressed by Mr. Louis Miriani, president of the Detroit Common Council, and by Mr. Clair Ditchy, past president of the American Institute of Architects. Chairman of the banquet, Mr. F. VanDenBranden, Ass't Principal of the Apprentice Training School, stated that plastering is one of the oldest and most highly skilled of trades, with a history that goes back to the pyramids of Egypt.

The Bureau for Lathing and Plastering of the Detroit Area is affiliated with the National Bureau in Washington, D. C.,



ROOM DIVIDERS and aluminum stair railings can now be constructed from matching elements. In the new Blumcraft 48-page catalogue, 3 pages of details and illustrations are devoted exclusively to room dividers. The room dividers are built from standard Blumcraft sections by the same local metal fabricator who builds the railings.

The adjustable features of the posts and fittings permit the architect unlimited freedom in creating the room divider designs and for combining with other materials such as cork, glass, plywood, plastic or wire grille panels. Copies of the Blumcraft catalogue M-57 are available from Blumcraft of Pittsburgh, 460 Melwood Street, Pittsburgh 13, Pa.

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ALFRED A. SMITH, president of the firm bearing his name, was elected 1957 president of the Associated General Contractors of America, Detroit Chapter Inc. Others elected: Fred Auch, Geo. W. Auch Co., first vice president; Joseph Stifler, Thompson-Schmidt Co., second vice president; G. K. Chapman, Walbridge, Aldinger Co., treasurer; Ben Maibach, Barton-Malow Co., director; C. R. Slimmon, Bryant & Detwiler Co., director; Richard F. Brennan, W. E. Wood Co., director. John W. Armstrong, Darin & Armstrong, Inc., retiring president, was also elected a director. Ralph A. MacMullan, secretary-manager, was retained for his 35th year of service with the chapter. A. S. James, O. W. Burke Co., past president and retiring director, was singled out at the annual meeting for special praise on behalf of his work for the chapter.

BRICK TYCOON SAM BURTMAN is one of the perennial and historic exhibitors at the M.S.A. convention. It has been rumored that Century Brick Co. had the same parlor A for nigh unto forty years and when the hotel put a bar in parlor A a few years ago and moved Sam into parlor B, next door, they kept their fingers crossed.

But this was to no avail for during recent conventions many of the guests drop in at parlor A, have a drink, pass the time of day, burp a couple of times, and walk out, still thinking Sam is host. And poor (and we say this with reservation) Mr. Burtman is constantly being ushered in from next door to pay for some one else's drink. Sam says he doesn't mind of course—providing the drinker buys a carload of brick either before or after the drink.

Benyes-Kaufman Photo



PICTURED ABOVE is the main altar and reredos recently completed at the new Holy Name Church Birmingham, Michigan, which was designed by Dietl & Diehl, Architects, V. H. Sidnam & E. N. Hewitt, Associates.

The reredos is the focal point of the whole church and the sanctuary in particular. The outstanding feature is the beautiful contemporary mosaic panel which was designed by the architects and executed in Italy by Andrew R. Maglia Company.

The figures and symbols picture the sacrifice of the Old and New Testament. In the center is a large carved wood corpus which was modeled by Joseph DeLauro, Sculptor.

FOLKE OHLSSON, head designer of Madrass-Fabriken Dux A/B of Malmo, Sweden, introduced to America in 1950 the furniture manufactured by that firm. This visit and introduction resulted in the establishment of the now well-known Dux, Incorporated, with headquarters in San Francisco, California.

Architects and interior designers, attracted to the simple, straight-forward lines of this furniture began specifying Dux immediately and now have proved its superior quality through its usage.

The furniture is constructed entirely of quality hardwoods and is hand finished for endurance and beauty. The woods used are walnut, beech, teakwood and oak.

The beauty of the wood and finish in this furniture is further enhanced by a great range of upholstery fabrics which are also imported from Scandinavia in

the finest quality woolens, linens and cottons with color ranges seldom surpassed.

For institutional use, the wall-saving construction of the seating units, the sturdiness of construction and the scale of design have found Dux to be excellent for public usage as well as pleasing to the eye.

Dux occasional tables and dining tables are constructed of beech with walnut tops, oak with teakwood tops and some are available with travertine marble tops.

The furniture has proved its superior quality in use throughout the United States in commercial use as well as in the home.

Dux furniture is distributed commercially throughout Michigan by the C. A. Finsterwald Co.

KAISER ALUMINUM & CHEMICAL SALES, INC., has a new 16 page Catalog A. I. A. File No. 15-J—containing up-to-date information on Kaiser Aluminum architectural products and services.

The brochure, titled "Aluminum in Architecture," offers comprehensive data on such mill products as extruded shapes, sheet, plate and foil as well as Kaiser Aluminum building products—corrugated roofing and siding, box ribbed embossed siding, field fabricated sandwich wall panels, electrical conductor and ShadeScreen. The brochure also gives detailed information on architectural alloys, their mechanical and physical properties, and includes an alloy selection table.

A special section on architectural aluminum finishes covers embossed patterns, mechanical finishes, anodic chemical and applied coatings, and color matching of anodized aluminum alloys in sheet, plate, extruded, and cast form. A section on specifications completes the 16 page catalog.

The new brochure may be obtained from Kaiser Aluminum Architects' Service Division, P. R. 157 1924 Broadway, Oakland 12, California.



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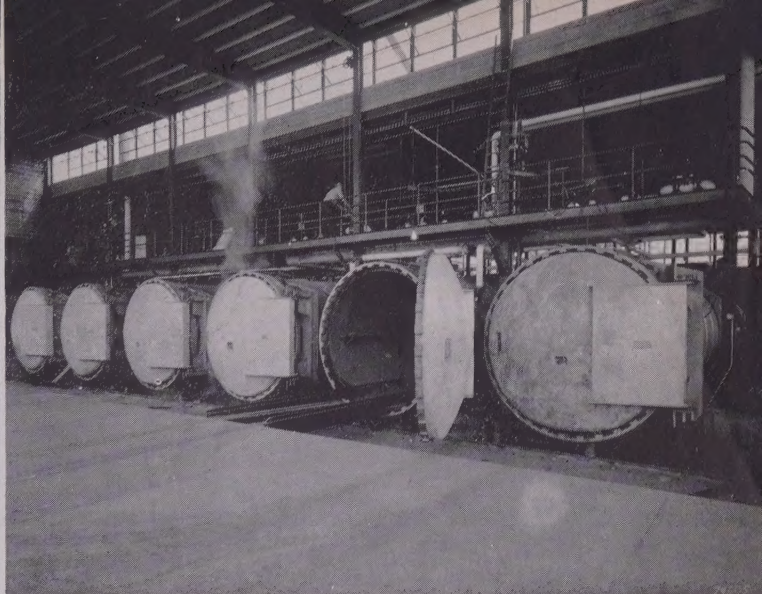
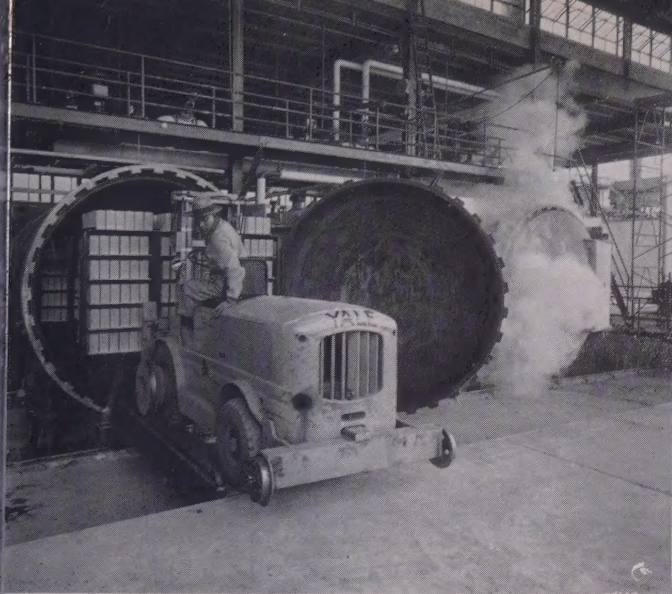
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Light-Weight Concrete Masonry Units Now All High-Pressure Steamed by Cinder Block

Photos By William E. Bradley

THE PRODUCTION of high-pressure steam cured Light-Weight Concrete Masonry Units is now in full swing in the new plant of Cinder Block, Inc., of Detroit, 9143 Hubbell Avenue. One of the nation's largest manufacturers of light-weight units, the plant now has a 32,400 units total capacity within a 24-hour period of two cycles.

Cinder Block, Inc., is now producing only high-pressure steam cured units which are ready-to-use units within 24 hours of molding and offer builders masonry guaranteed to be uniformly-cured, according to Walter W. Horn, president of the company.

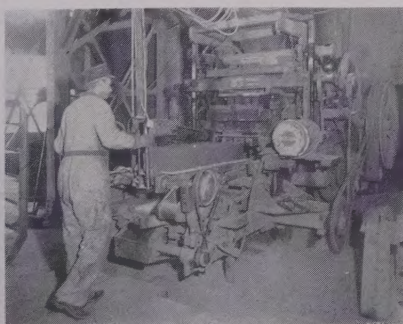
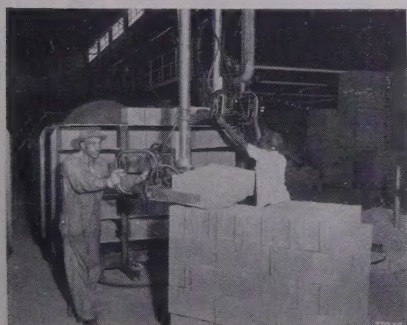
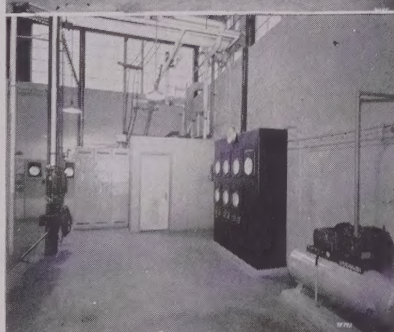
Mr. Horn points out that these units feature greater stability, 50% less shrinkage, low moisture content, consistent quality and uniform curing as a result of the "HORN-CLAVING" process of high-pressure steam curing in steel autoclaves, measuring 86 feet long, 10 feet in diameter and weighing 60 tons.

Six gigantic autoclaves turn out cured light-weight units in the recently completed \$500,000 project in eight-hour cycles of 2,700 units each. Electronically controlled high-pressure steam up to 365 degrees F is built up for 3 hours and

enters the autoclaves through individual control valves until pressure builds up to 140 p.s.i. The units remain in this 100 per cent humidity atmosphere to 5 hours, followed by a rapid blowdown period before being taken out.

The units are manufactured on the latest type of Besser automatic vibrating block machines. Motorized lift trucks and air-operated vices accomplish all handling operations. Since units are rarely, if ever, touched by human hands from molding to delivery on the job, damage and handling cost is held to a minimum.

Cinder Block, Inc., has manufactured reliable light-weight concrete masonry units for over 33 years, according to Herbert Vincent, sales manager. Mr. Vincent explains that "HORN-CLAVED" units cured by high-pressure steam undergo a rapid release of pressure in the autoclaves at the end of the curing cycle, which brings about a sand-lime-brick reaction in addition to the normal hardening process. "Lime and silica combine to form hydrated calcium silicates and the amorphous calcium silicates are converted to crystalline forms with greater resistance to atmospheric changes," he said.



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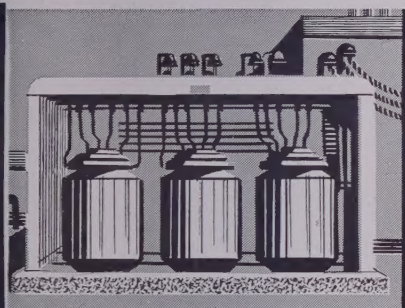
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Reddy Kilowatt reports:

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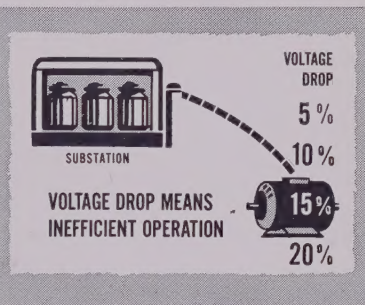
More and more, electrical power is the lifeblood of the industrial plants you design. The specification of an adequate electrical system means that these plants use all the power they receive—and pay for—both today and tomorrow.



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In most plants, heavy cables carry the current to induction motors which power equipment like this lathe. Often the cables are hundreds of feet long. With plant expansion or changes, these cables are difficult and costly to move.



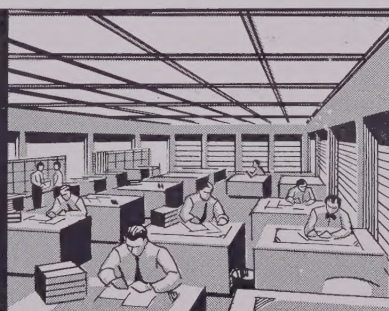
But even more important is the voltage loss between the service entrance and motors, furnaces and lights. As current flows through undersized or overly long circuits, voltage may drop as much as 20%.



When voltage drops, production suffers. A 10% voltage drop may mean a 19% decrease in induction motor torque. Longer acceleration periods and over-heating are other results which cut motor life and efficiency.



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The effects of voltage drop are far reaching. They seriously impair overall plant operation. In new construction or modernization, a properly planned electrical system assures an adequate power supply today and tomorrow.

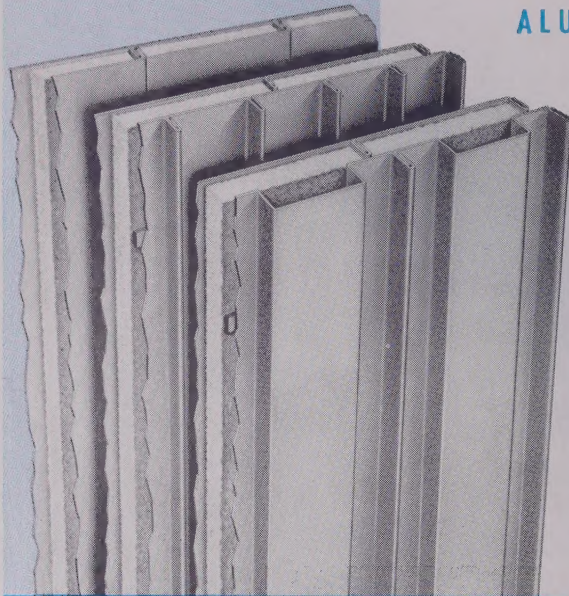
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